

Writing Instruments in Canada

Market Direction | 2022-11-15 | 17 pages | Euromonitor

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Report description:

Following the gradual start of recovery in 2021, writing instruments is set to see healthy current value growth in 2022. The return to in-person classes and back-to-school season is the critical driver for writing instruments, especially pens and pencils, while some creative themed instruments such as roller ball pens and colouring continue benefiting from more consumers' engaging in creative activities.

Euromonitor International's Writing Instruments in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Writing Instruments market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2022

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High inflation and cost-of-living crisis negatively affect spending on writing instruments

Work-from-home policies continue supporting growth

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SOURCES

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