

Writing Instruments in Italy

Market Direction | 2022-11-15 | 18 pages | Euromonitor

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Report description:

Writing instruments registered mid-single digit growth in current value terms in 2022, with sales edging closer to pre-pandemic levels. This was due to the normalisation of lifestyles, including a return to regular schooling, following the easing of COVID-19 related restrictions. Most pandemic-related measures were dropped at the start of the 2022/2023 academic year, including the mandatory use of protective face masks in classrooms. Sales were also driven by the gradual return to the workplace...

Euromonitor International's Writing Instruments in Italy 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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WRITING INSTRUMENTS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Writing instruments continue to recover, as children go back to school

Fountain pens continue to suffer from lack of Chinese tourists, while colouring proves to be more resilient

Montblanc pursues lifestyle experience, while other players focus on updating iconic brands

PROSPECTS AND OPPORTUNITIES

Sales to suffer from growing digitalisation

Sustainability will remain a key consideration, as environmental awareness continues to rise

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