

Writing Instruments in Romania

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

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Report description:

Writing instruments experienced a positive trend in 2022, with double-digit retail volume and current value growth in all categories. The best performing category is fountain pens, which was also one of the most impacted categories in 2020 at the height of the COVID-19 pandemic. Fountain pens are often used as gifts for people, especially businessmen and women, many of whom returned to work as restrictions were lifted in 2022. Fountain pens are part of the appearance of most businessmen in Roman...

Euromonitor International's Writing Instruments in Romania 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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