

Writing Instruments in Spain

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

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Report description:

Even before the onset of the pandemic, retail constant value sales (2022 prices) of writing instruments had been in decline due to the increased use of digital devices—particularly smartphones. Disruption arising from COVID-19 restrictions (particularly the closure of educational institutions for an extended period) served to deepen this trend in 2020, and while retail constant value sales stabilised in 2021, they resumed their long-term decline in 2022.

Euromonitor International's Writing Instruments in Spain 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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Increased smartphone use driving long-term decline

Markers and highlighters remain the best performer

As consumers become more price sensitive, e-commerce holds onto pandemic gains

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Home working and a low fertility rate will continue to weigh on demand

Smartphone ubiquity will continue to weigh on demand for pencils, pens and writing accessories

Increased use of computers in schools will force manufacturers to look elsewhere for sales

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