

Writing Instruments in Turkey

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

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Report description:

While writing instruments is expected to register double-digit current value growth, constant value and volume growth is expected to be much more muted. The reason for such high current value growth is that Turkey has one of the highest inflation rates in the world in 2022. Also, unlike most other countries, this soaring inflation had already been triggered prior to the energy crisis arising from the war in Ukraine. The lira's dramatic devaluation has led to the soaring inflation and has been fu...

Euromonitor International's Writing Instruments in Turkey 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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Table of Contents:

Writing Instruments in Turkey
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List Of Contents And Tables

WRITING INSTRUMENTS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Muted volume growth in 2022 as spiralling inflation dampens sales

Adel Kalemcilik maintains lead but private label gains some value share

Increasing use of technology, particularly in educational settings, dampens volume demand

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

E-commerce set to gain value share in writing instruments

Supermarkets and hypermarkets gain value share

CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2017-2022

Table 2 Sales of Writing Instruments by Category: Value 2017-2022

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2017-2022

Table 4 Sales of Writing Instruments by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Writing Instruments: % Value 2018-2022

Table 6 LBN Brand Shares of Writing Instruments: % Value 2019-2022

Table 7 Distribution of Writing Instruments by Format: % Value 2017-2022

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2022-2027

Table 9 Forecast Sales of Writing Instruments by Category: Value 2022-2027

Table 10 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Writing Instruments by Category: % Value Growth 2022-2027

PERSONAL ACCESSORIES IN TURKEY

EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2017-2022

Table 13 Sales of Personal Accessories by Category: Value 2017-2022

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2017-2022

Table 15 Sales of Personal Accessories by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Personal Accessories: % Value 2018-2022

Table 17 LBN Brand Shares of Personal Accessories: % Value 2019-2022

Table 18 Distribution of Personal Accessories by Format: % Value 2017-2022

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2022-2027

Table 20 Forecast Sales of Personal Accessories by Category: Value 2022-2027

Table 21 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027

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