

## **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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