

Writing Instruments in China

Market Direction | 2022-11-23 | 18 pages | Euromonitor

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Report description:

Writing instruments has been seeing increasing downwards pressure from the impact of COVID-19. In the first half of 2022, writing instruments was hit hard by the resurgence of COVID-19 and school suspensions. Similar to 2020, the COVID-19 outbreak in early 2022 kept children at home, leading to suppressed demand for writing instruments. Many schools moved children to online learning at home during the pandemic, which impacted writing instruments, especially sales of pens and pencils. Stationers,...

Euromonitor International's Writing Instruments in China 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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