

Writing Instruments in Hong Kong, China

Market Direction | 2022-11-23 | 17 pages | Euromonitor

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Report description:

Following the emergence of the pandemic, in-person learning at Hong Kong schools was repeatedly interrupted and students had to adapt to online teaching. The city saw a fifth wave of the pandemic at the end of 2021/beginning of 2022, which peaked in March and ebbed in May. Hong Kong suspended in-person classes from January 2022 to late April, and some schools even embarked on an enforced "summer holiday" in March. In the meantime, most companies adopted remote working arrangements, also impactin...

Euromonitor International's Writing Instruments in Hong Kong, 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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WRITING INSTRUMENTS IN HONG KONG, CHINA

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School closures and remote working hinder stronger growth for writing instruments
Montblanc retains strength in high-end segment, while Japanese brands prove popular
Retail offline continues to dominate distribution

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