

## **Writing Instruments in Indonesia**

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

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### **Report description:**

Sales of school writing instruments started to experience a healthy increase in early 2022 after slumping in the previous year as face-to-face study and school activities were restricted by the government. This increase in sales was recognised by sellers and players in the category starting in 2022, following a year in which demand was low as schools implemented online learning systems or study from home programmes during the pandemic. On the other hand, however, imposition of remote working and...

Euromonitor International's Writing Instruments in Indonesia 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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Euromonitor International  
November 2022

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School stationery experiencing slight tailwinds

Certain categories, like markers, experience lower recovery rate

Leading international brands coming under increased pressure from small manufacturers

##### PROSPECTS AND OPPORTUNITIES

In the digital era, Faber-Castell is digitalising its operations and sales force

Manufacturers have an opportunity to capitalise on consumers' renewed interest in writing and drawing

E-commerce will continue to grow in importance due to its competitive pricing

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