

Writing Instruments in Japan

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

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Report description:

Writing instruments in Japan was already seeing retail volume and current value declines prior to COVID-19, due to a shift to paperless operations and a declining birth rate. The pandemic then had a further heavy negative impact, as schools closed during the state of emergency in 2020, and the category saw significant volume and current value declines. With no school closures in 2021, growth resumed by both measures in this year, and this is set to continue in 2022. However, growth has only been...

Euromonitor International's Writing Instruments in Japan 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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Fountain pens and luxury pens still favoured for gift-giving

More sustainability initiatives are seen

Impact of reduced occasions for handwriting due to digitalisation

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Companies will look to adapt to survive

Little change expected in distribution due to low prices and established purchasing patterns

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