

Writing Instruments in Sweden

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

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Report description:

After a double-digit decline in value sales in 2020, in 2022, sales are set to stabilise and even outperform compared to pre-pandemic figures. Current value sales of writing instruments has been positively impacted by relaxing COVID-19 restrictions, which has allowed educational institutions, kindergartens and art-related schools to open, ensuring the stable performances of writing and colouring instruments.

Euromonitor International's Writing Instruments in Sweden 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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Rising price-conscious consumption leads to a decline in impulsive buying

The opening of physical retailers heightens current value sales during 2022

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Pens continue to lead while pencils struggle to deliver a positive performance

Sustainable paper-less consumption minimises current value growth for writing instruments

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