

Writing Instruments in the United Kingdom

Market Direction | 2022-11-24 | 18 pages | Euromonitor

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Report description:

Despite seeing strong double-digit current value growth in the UK in 2020, the first year of COVID-19 lockdowns and restrictions, colouring maintained a positive current value and volume increases in 2021, and this is set to continue in 2022. During a time of increased home seclusion, many parents turned to colouring as a creative form of entertainment for their children. With the return to regular attendance at schools in 2021, students started to return to their pre-pandemic lifestyles. However...

Euromonitor International's Writing Instruments in United Kingdom 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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Return to normality and mental health benefits bolster sales of pens

E-commerce keeps growing, with private label losing share

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