

## **Writing Instruments in the US**

Market Direction | 2022-11-24 | 19 pages | Euromonitor

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### **Report description:**

Writing instruments delivered a stellar performance in 2021, returning to the 2019 level of retail value sales in current terms, due to the continued usefulness of such products for work, school, and/or entertainment. Indeed, players such as Faber-Castell have cited an above-average order situation in the US, while Cra-Z-Art is expanding its US-based manufacturing site to keep up with the post-lockdown increase in demand. While growth is set to normalise in 2022, new work and school consumer beh...

Euromonitor International's Writing Instruments in USA 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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