

Writing Instruments in India

Market Direction | 2022-11-28 | 17 pages | Euromonitor

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Report description:

Writing instruments is experiencing increasing competition from digital gadgets, which are rapidly replacing these products for multiple activities. However, there remain certain pockets of demand where the replacement of writing instruments is not taking place at such a rapid pace. One of these is rural areas, which have a strong preference for writing instruments. The reason for this is that the population in these areas is usually price-conscious, and seeks affordable options which are functi...

Euromonitor International's Writing Instruments in India 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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WRITING INSTRUMENTS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rural areas remain strong pockets of growth for mass writing instruments

Stabilisation of the pandemic and return to offices/schools have an impact on B2B and B2C channels

Recovery in luxury writing instruments continues

PROSPECTS AND OPPORTUNITIES

Social media to aid the growth of colouring during the forecast period

Mass pens and pencils, although mature, to experience sustained growth due to low unit prices

Manufacturers of writing instruments focus on diversifying distribution

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EXECUTIVE SUMMARY

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Retailers increase their focus on developing an omnichannel presence

Stable pandemic situation to aid growth in the forecast period

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SOURCES

Summary 1 Research Sources

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