

Writing Instruments in India

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Writing Instruments in India
Euromonitor International
November 2022

List Of Contents And Tables

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

CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2017-2022

Table 2 Sales of Writing Instruments by Category: Value 2017-2022

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2017-2022

Table 4 Sales of Writing Instruments by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Writing Instruments: % Value 2017-2021

Table 6 LBN Brand Shares of Writing Instruments: % Value 2018-2021

Table 7 Distribution of Writing Instruments by Format: % Value 2017-2022

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2022-2027

Table 9 Forecast Sales of Writing Instruments by Category: Value 2022-2027

Table 10 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Writing Instruments by Category: % Value Growth 2022-2027

PERSONAL ACCESSORIES IN INDIA

EXECUTIVE SUMMARY

Personal accessories rebounds as mobility returns, but challenges remain

Younger generations in particular offer growth opportunities

Retailers focus on raising capital, innovation and growth

Retailers increase their focus on developing an omnichannel presence

Stable pandemic situation to aid growth in the forecast period

MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2017-2022

Table 13 Sales of Personal Accessories by Category: Value 2017-2022

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2017-2022

Table 15 Sales of Personal Accessories by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Personal Accessories: % Value 2017-2021

Table 17 LBN Brand Shares of Personal Accessories: % Value 2018-2021

Table 18 Distribution of Personal Accessories by Format: % Value 2017-2022

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2022-2027

Table 20 Forecast Sales of Personal Accessories by Category: Value 2022-2027

Table 21 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Writing Instruments in India

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com