

Writing Instruments in Brazil

Market Direction | 2022-12-21 | 18 pages | Euromonitor

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Report description:

Since the beginning of the COVID-19 pandemic in Brazil, in March 2020, writing instruments has maintained its main back-to-school sales period. The months of December, January and February concentrate most of the sales in the category, since classes in Brazilian schools usually start in mid-February. In fact, 2021 was the worst year for the consumption of these products, due to the timing of the pandemic, which prevented the replenishment of retail stocks. It was only from the second half of 202...

Euromonitor International's Writing Instruments in Brazil 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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