

## **Writing Instruments in Taiwan**

Market Direction | 2022-11-15 | 17 pages | Euromonitor

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### **Report description:**

The outbreak of COVID-19 saw students studying from home, with many employers working remotely or from the household. This saw an uplift in consumers using computers, boosting paperless work. As such, this naturally has a negative impact on sales of writing instruments. In 2022, although the majority of consumers are back in offices and students are back in school, the paperless trend continues. As such, while the majority of writing instruments have seen current retail value growth due to risin...

Euromonitor International's Writing Instruments in Taiwan 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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Euromonitor International  
January 2023

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