

Writing Instruments in Switzerland

Market Direction | 2023-04-04 | 16 pages | Euromonitor

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Report description:

Demand for writing instruments was already weak prior to the emergence of the pandemic in Switzerland, as many local consumers increasingly used computers and particularly smartphones instead of paper. The disruption caused by the pandemic - particularly the closure of educational institutions and workplaces for an extended period - led to a steep decline in demand for writing instruments, with sales of writing accessories - such as pen inkwells and refills - and fountain pens particularly weak.

Euromonitor International's Writing Instruments in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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