

Writing Instruments in the United Kingdom

Market Direction | 2024-01-16 | 20 pages | Euromonitor

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Report description:

The return to normal life following COVID-19 is anticipated to continue benefiting writing instruments in 2023, particularly due to the return of regular school attendance. For instance, products such as ball point pens, and especially markers and highlighters, are anticipated to continue growing in both volume and current value terms in 2023 overall, as students have completely returned to school without any restrictions. Aside from schools, businesses have returned to office working and are su...

Euromonitor International's Writing Instruments in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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Table of Contents:

Writing Instruments in the United Kingdom
Euromonitor International
January 2024

List Of Contents And Tables

WRITING INSTRUMENTS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to school and to offices continues to drive up sales of writing instruments

A continued strong emphasis on creativity, particularly in colouring, ball point pens, and markers?and highlighters

Consumers' pursuit of value for money continues to increase the preference for well-known brands over private label

PROSPECTS AND OPPORTUNITIES

Rising health trend and the pursuit?of value will continue to drive growth in writing instruments

Sales of writing instruments via e-commerce set to keep expanding, boosted by behaviours?that emerged during COVID-19

Players in writing instruments will continue to rethink processes and products due to consumers' growing demand for sustainability

CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2018-2023

Table 2 Sales of Writing Instruments by Category: Value 2018-2023

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2018-2023

Table 4 Sales of Writing Instruments by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Writing Instruments: % Value 2019-2023

Table 6 LBN Brand Shares of Writing Instruments: % Value 2020-2023

Table 7 Distribution of Writing Instruments by Format: % Value 2018-2023

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 9 Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 10 □Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

PERSONAL ACCESSORIES IN THE UNITED KINGDOM

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2018-2023

Table 13 Sales of Personal Accessories by Category: Value 2018-2023

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 15 Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 17 LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 18 Distribution of Personal Accessories by Format: % Value 2018-2023

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 20 Forecast Sales of Personal Accessories by Category: Value 2023-2028

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Table 21 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Writing Instruments in the United Kingdom

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