

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

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WRITING INSTRUMENTS IN THE UNITED KINGDOM

KEY DATA FINDINGS

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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

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