

**Writing Instruments in the US**

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

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**Report description:**

While writing instruments saw a stellar recovery in 2021, surpassing the pre-pandemic (2019) level of volume and current value sales, 2022 proved to be a challenging year, with most categories returning to decline, and a similar pattern set to follow suit in 2023. The 2022 performance was not only negatively impacted by supply issues, rising input costs, and rising unit prices, but also by a softening of demand for writing instruments in the US. Indeed, 2021 benefited from a post-pandemic recove...

Euromonitor International's Writing Instruments in USA 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 US

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### List Of Contents And Tables

#### WRITING INSTRUMENTS IN THE US

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Writing instruments struggles in 2023

Renaissance of colouring was short-lived

Challenges from new modes of schooling and working are encouraging players to strengthen their functional offerings to consumers

##### PROSPECTS AND OPPORTUNITIES

Despite a lacklustre outlook, players continue innovating in line with demands such as social responsibility and sustainability

Opportunities to tap into pop culture events to inspire consumers

Digitalisation presents an ongoing threat to growth for traditional writing instruments

##### 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 US

##### 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

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