

Writing Instruments in India

Market Direction | 2024-03-14 | 18 pages | Euromonitor

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Report description:

The return to in-person schooling after the lifting of COVID-19 restrictions in India provided a boost to writing instruments in 2023, with double-digit current value growth maintained. With schools fully reopened, students are attending classes in person again. School students are the most important consumers of writing instruments in India. However, due to the magnitude of the decline in 2020, actual retail sales of writing instruments remained slightly below the pre-pandemic level in 2023.

Euromonitor International's Writing Instruments in India 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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WRITING INSTRUMENTS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth thanks to rise in education budget allocation and spending

Hindustan Pencils continues to hold the leading position

Other non-grocery retailers remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Digitalisation expected to hamper the growth of the category in the forecast period

Fluctuations in raw materials prices will pose challenges in protecting margins in the future

Collaborations and partnerships between domestic and international brands will fuel demand

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SOURCES

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