

Writing Instruments in China

Market Direction | 2024-12-03 | 19 pages | Euromonitor

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Report description:

Writing instruments in China is projected to experience modest retail volume and current value growth in 2024, influenced by a complex external environment and evolving consumer preferences. While the resumption of school and extracurricular activities post-pandemic has been driving sales of student office supplies such as writing instruments, the growth rate remains limited. Despite the return to normalcy following the pandemic, the category is experiencing only slow growth due to cautious cons...

Euromonitor International's Writing Instruments in China 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 CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Writing instruments sees downwards pressures, but maintains modest growth
Leading player consolidates its position
Shifting focus of writing instruments towards cultural relevance and sustainability

PROSPECTS AND OPPORTUNITIES

Growth set to continue despite the challenges
Traditional channels hold their ground, but online sales set to see a continued rise
Facing challenges, players are likely to continue to diversify their portfolios

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SOURCES

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