

Writing Instruments in China

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Writing Instruments in China

Euromonitor International

December 2024

List Of Contents And Tables

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

CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2019-2024

Table 2 Sales of Writing Instruments by Category: Value 2019-2024

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 4 Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 6 LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 7 Distribution of Writing Instruments by Format: % Value 2019-2024

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 9 Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 10 Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

PERSONAL ACCESSORIES IN CHINA

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2019-2024

Table 13 Sales of Personal Accessories by Category: Value 2019-2024

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 15 Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 17 LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 18 Distribution of Personal Accessories by Format: % Value 2019-2024

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 20 Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 21 Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 □Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Writing Instruments in China

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-13
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com