

## **Writing Instruments in Japan**

Market Direction | 2024-12-03 | 20 pages | Euromonitor

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### **Report description:**

Although writing instruments in Japan is set to experience a slight decline in volume terms in 2024, retail value growth is expected to continue, due to new product launches. Products are evolving, focusing on functionality and ease of use. For instance, Pentel introduced the Floatune ballpoint pen in July 2024, which offers a unique writing experience characterised by a sensation of floating due to reduced friction. This innovative pen features a mechanism that allows the ink to flow smoothly,...

Euromonitor International's Writing Instruments in Japan 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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Euromonitor International  
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