

Writing Instruments in Hong Kong, China

Market Direction | 2024-12-23 | 17 pages | Euromonitor

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Report description:

Following a rebound the previous year, demand for writing instruments in Hong Kong, especially for luxury pens, which used to be a popular choice for gifting, is declining in 2024. With the Hong Kong dollar pegged to the strong US dollar, luxury goods in the city no longer hold significant price advantages for international tourists, leading to a reduced desire for shopping in Hong Kong. The luxury segment has been hit especially hard due to the overall reduction of international tourist consumption...

Euromonitor International's Writing Instruments in Hong Kong, 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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