

Writing Instruments in Australia

Market Direction | 2025-01-13 | 22 pages | Euromonitor

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Report description:

Despite the weaker macroeconomic environment in Australia impacting the full potential of writing instruments, the category continues to recover in both retail volume and value terms, driven by normalised store trading and strong back-to-school sales. The latter remains a pivotal season for sales of writing instruments and stationery, often likened to - and immediately following - the Christmas sales season. Families, students, and professionals stock up on a wide range of products for the new c...

Euromonitor International's Writing Instruments in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 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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Luxury writing instruments still represent elevated gifting experience

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