

Writing Instruments in Italy

Market Direction | 2025-01-09 | 19 pages | Euromonitor

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Report description:

Sales of writing instruments increased in both volume and current value terms in 2024 thanks to the continued normalisation of lifestyles post-pandemic, including a return to schools and offices. The best-performing category in volume terms was pencils, while colouring enjoyed the highest current value growth, as these products are widely used in schools and work environments. However, writing instruments face the ongoing threat of replacement by digital tools, a trend accelerated by the pandemic...

Euromonitor International's Writing Instruments in Italy 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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Innovations seen through sustainability and product customisation

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Environmental awareness and customisation will shape new product development in the coming years

Investment through various initiatives will help players gain share

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