

Writing Instruments in South Korea

Market Direction | 2025-01-15 | 19 pages | Euromonitor

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Report description:

Writing instruments in South Korea is expected to see a static performance in retail volume terms in 2024, although low growth is anticipated in retail current value terms. The era of writing instruments as daily necessities may be coming to an end, along with the rising use of smartphones, computers, and tablets; a trend common across all countries. In particular, as online classes have expanded, the proportion of electronic devices used in schools instead of notebooks and writing instruments h...

Euromonitor International's Writing Instruments in South Korea 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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