

Writing Instruments in the US

Market Direction | 2025-01-15 | 20 pages | Euromonitor

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Report description:

Maintaining its post-pandemic recovery has proved difficult for writing instruments in the US, with a declining trend seen in both retail current value and volume terms from 2022 onwards. However, rates of decline are set to slow in 2024 compared with the previous year. Notably, demand for writing instruments is struggling to see growth in the US as there are challenges in terms of responding to new modes of working and schooling, such as hybrid or remote work arrangements. Back to school remain...

Euromonitor International's Writing Instruments in USA 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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Euromonitor International

January 2025

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KEY DATA FINDINGS

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Although a marginal improvement is expected from the growth rate in 2023, writing instruments continues struggling in 2024

Leading players explore opportunities in the creative writing segment

Brands balance innovative efforts to address the needs of more creative consumers and function

PROSPECTS AND OPPORTUNITIES

The back-to-school season will remain the core sales driver for writing instruments over the forecast period

Expectation of low birth rate and decline in key target population could limit growth opportunities for writing instruments

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