

Stationery and Cards Sales via Key Retail Formats in Romania to 2014

<https://marketpublishers.com/r/S8D4111056AEN.html>

Date: February 2011

Pages: 27

Price: US\$ 495.00 (Single User License)

ID: S8D4111056AEN

Abstracts

Introduction

Datamonitor's 'Stationery and Cards Sales via Key Retail Formats in Romania to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Stationery and cards retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include greetings cards and stationery

Current and forecast analysis of sales via major retail channels

in the stationery and cards market as well as its sub-categories

Highlights

Stationery and cards retail sales in Romania increased at a compound annual growth rate of 12.3% between 2004 and 2009.

Stationery sales led the stationery and cards market with a share of 97.2% in 2009.

Music, video, books and stationery retailers were the leading retail format for stationery in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the stationery and cards market in Romania

Understand the future direction of the market with reliable historical data and full five year forecasting

Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology
Table of Contents
List of Figures
List of Tables

STATIONERY AND CARDS RETAIL SALES OVERVIEW

Stationery and cards retail market definition
Stationery and cards sales overview
Stationery and cards retail sales value, 2004-09
Stationery and cards retail sales value, 2009-14

STATIONERY AND CARDS MARKET SEGMENTATION

Market sales analysis by category, 2004-09
Market sales analysis by category, 2009-14

STATIONERY AND CARDS SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Stationery and cards sales analysis by key retail formats, overview
Stationery and cards sales analysis by key retail formats actual, 2004-09
Stationery and cards sales analysis by key retail formats forecast, 2009-14

GREETINGS CARDS SALES ANALYSIS BY KEY RETAIL FORMATS

Greetings cards sales analysis by key retail formats, overview
Greetings cards sales analysis by key retail formats actual, 2004-09
Greetings cards sales analysis by key retail formats forecast, 2009-14

STATIONERY SALES ANALYSIS BY KEY RETAIL FORMATS

Stationery sales analysis by key retail formats, overview

Stationery sales analysis by key retail formats actual, 2004-09
Stationery sales analysis by key retail formats forecast, 2009-14

APPENDIX

Methodology

Exchange rates

Related research

Datamonitor consulting

Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Stationery and cards retail market definition

Table 2: Romania, sales of stationery and cards, value (\$m), 2004-14

Table 3: Romania sales of stationery and cards, value (\$m and RONm), 2004-09

Table 4: Romania, forecast sales of stationery and cards, value (\$m and RONm), 2009-14

Table 5: Romania, sales of stationery and cards, value break down by category (\$m), 2004-09

Table 6: Romania, forecast sales of stationery and cards, value break down by category (\$m), 2009-14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: Romania stationery and cards, revenues split by key retail formats (\$m), 2004-09

Table 11: Romania, stationery and cards forecast, revenues split by key retail formats (\$m), 2009-14

Table 12: Romania, greetings cards, revenues split by key retail formats (\$m), 2004-09

Table 13: Romania, greetings cards forecast, revenues split by key retail formats (\$m), 2009-14

Table 14: Romania, stationery, revenues split by key retail formats (\$m), 2004-09

Table 15: Romania, stationery forecast, revenues split by key retail formats (\$m), 2009-14

List Of Figures

LIST OF FIGURES

Figure 1: Romania, sales of stationery and cards, value (\$m), 2004-14

Figure 2: Romania , sales of stationery and cards, value (\$m), 2004-09

Figure 3: Romania, forecast sales of stationery and cards, value (\$m), 2009-14

Figure 4: Romania, sales of stationery and cards, value break down by category (%), 2009

Figure 5: Romania, sales of stationery and cards, value break down by category (\$m), 2004-09

Figure 6: Romania, sales of stationery and cards, value break down by category (%), 2014

Figure 7: Romania, forecast sales of stationery and cards, value break down by category (\$m), 2009-14

Figure 8: Romania, stationery and cards, revenue split by key retail formats (%), 2009

Figure 9: Romania, greetings cards, revenue split by key retail formats (%), 2009

Figure 10: Romania, stationery, revenue split by key retail formats (%), 2009

I would like to order

Product name: Stationery and Cards Sales via Key Retail Formats in Romania to 2014

Product link: <https://marketpublishers.com/r/S8D4111056AEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S8D4111056AEN.html>