

# Stationery and Cards Sales via Key Retail Formats in Ukraine to 2014

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## Abstracts

### Introduction

Datamonitor's 'Stationery and Cards Sales via Key Retail Formats in Ukraine 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 Ukraine increased at a compound annual growth rate of 18.1% between 2004 and 2009.

Stationery sales led the stationery and cards market with a share of 82.3% 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 Ukraine

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

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