

Global Text Marker Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Text Marker competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Text Marker is a type of writing instruments used to bring attention to sections of text by marking them with a vivid, translucent colour.

The global Text Marker market size was estimated at USD 1162.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Text Marker market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Text Marker market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of

market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Text Marker market.

Global Text Marker Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Newell Brands

BIC

Pilot

ACCO Brands

Staedtler

Edding

Faber-Castell

Pelikan

Lyreco

Kores

Stabilo

Pentel

Shachihata (Artline, Xstamper)

Kukuyo

Sakura

Mitsubishi Pencil

M&G

Deli
Comix
Beifa
Guangbo

Market Segmentation (by Type)

Conventional Products
Large Capacity Products

Market Segmentation (by Application)

Supermarkets
Convenience Stores
Independent Retailers
Online Sales
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Text Marker Market
Overview of the regional outlook of the Text Marker Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Text Marker Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Text Marker, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to

come
6-month post-sales analyst support

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Text Marker
- 1.2 Key Market Segments
 - 1.2.1 Text Marker Segment by Type
 - 1.2.2 Text Marker Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 TEXT MARKER MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Text Marker Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Text Marker Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 TEXT MARKER MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Text Marker Product Life Cycle
- 3.3 Global Text Marker Sales by Manufacturers (2020-2025)
- 3.4 Global Text Marker Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Text Marker Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Text Marker Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Text Marker Market Competitive Situation and Trends
 - 3.8.1 Text Marker Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Text Marker Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 TEXT MARKER INDUSTRY CHAIN ANALYSIS

- 4.1 Text Marker Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF TEXT MARKER MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Text Marker Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Text Marker Market
- 5.7 ESG Ratings of Leading Companies

6 TEXT MARKER MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Text Marker Sales Market Share by Type (2020-2025)
- 6.3 Global Text Marker Market Size by Type (2020-2025)
- 6.4 Global Text Marker Price by Type (2020-2025)

7 TEXT MARKER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Text Marker Market Sales by Application (2020-2025)
- 7.3 Global Text Marker Market Size (M USD) by Application (2020-2025)
- 7.4 Global Text Marker Sales Growth Rate by Application (2020-2025)

8 TEXT MARKER MARKET SALES BY REGION

8.1 Global Text Marker Sales by Region

- 8.1.1 Global Text Marker Sales by Region
- 8.1.2 Global Text Marker Sales Market Share by Region

8.2 Global Text Marker Market Size by Region

- 8.2.1 Global Text Marker Market Size by Region
- 8.2.2 Global Text Marker Market Size by Region

8.3 North America

- 8.3.1 North America Text Marker Sales by Country
- 8.3.2 North America Text Marker Market Size by Country
- 8.3.3 U.S. Market Overview
- 8.3.4 Canada Market Overview
- 8.3.5 Mexico Market Overview

8.4 Europe

- 8.4.1 Europe Text Marker Sales by Country
- 8.4.2 Europe Text Marker Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Spain Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Text Marker Sales by Region
- 8.5.2 Asia Pacific Text Marker Market Size by Region
- 8.5.3 China Market Overview
- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview

8.6 South America

- 8.6.1 South America Text Marker Sales by Country
- 8.6.2 South America Text Marker Market Size by Country
- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Text Marker Sales by Region

- 8.7.2 Middle East and Africa Text Marker Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 TEXT MARKER MARKET PRODUCTION BY REGION

- 9.1 Global Production of Text Marker by Region(2020-2025)
- 9.2 Global Text Marker Revenue Market Share by Region (2020-2025)
- 9.3 Global Text Marker Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Text Marker Production
 - 9.4.1 North America Text Marker Production Growth Rate (2020-2025)
 - 9.4.2 North America Text Marker Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Text Marker Production
 - 9.5.1 Europe Text Marker Production Growth Rate (2020-2025)
 - 9.5.2 Europe Text Marker Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Text Marker Production (2020-2025)
 - 9.6.1 Japan Text Marker Production Growth Rate (2020-2025)
 - 9.6.2 Japan Text Marker Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Text Marker Production (2020-2025)
 - 9.7.1 China Text Marker Production Growth Rate (2020-2025)
 - 9.7.2 China Text Marker Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Newell Brands
 - 10.1.1 Newell Brands Basic Information
 - 10.1.2 Newell Brands Text Marker Product Overview
 - 10.1.3 Newell Brands Text Marker Product Market Performance
 - 10.1.4 Newell Brands Business Overview
 - 10.1.5 Newell Brands SWOT Analysis
 - 10.1.6 Newell Brands Recent Developments
- 10.2 BIC
 - 10.2.1 BIC Basic Information
 - 10.2.2 BIC Text Marker Product Overview
 - 10.2.3 BIC Text Marker Product Market Performance

- 10.2.4 BIC Business Overview
- 10.2.5 BIC SWOT Analysis
- 10.2.6 BIC Recent Developments
- 10.3 Pilot
 - 10.3.1 Pilot Basic Information
 - 10.3.2 Pilot Text Marker Product Overview
 - 10.3.3 Pilot Text Marker Product Market Performance
 - 10.3.4 Pilot Business Overview
 - 10.3.5 Pilot SWOT Analysis
 - 10.3.6 Pilot Recent Developments
- 10.4 ACCO Brands
 - 10.4.1 ACCO Brands Basic Information
 - 10.4.2 ACCO Brands Text Marker Product Overview
 - 10.4.3 ACCO Brands Text Marker Product Market Performance
 - 10.4.4 ACCO Brands Business Overview
 - 10.4.5 ACCO Brands Recent Developments
- 10.5 Staedtler
 - 10.5.1 Staedtler Basic Information
 - 10.5.2 Staedtler Text Marker Product Overview
 - 10.5.3 Staedtler Text Marker Product Market Performance
 - 10.5.4 Staedtler Business Overview
 - 10.5.5 Staedtler Recent Developments
- 10.6 Edding
 - 10.6.1 Edding Basic Information
 - 10.6.2 Edding Text Marker Product Overview
 - 10.6.3 Edding Text Marker Product Market Performance
 - 10.6.4 Edding Business Overview
 - 10.6.5 Edding Recent Developments
- 10.7 Faber-Castell
 - 10.7.1 Faber-Castell Basic Information
 - 10.7.2 Faber-Castell Text Marker Product Overview
 - 10.7.3 Faber-Castell Text Marker Product Market Performance
 - 10.7.4 Faber-Castell Business Overview
 - 10.7.5 Faber-Castell Recent Developments
- 10.8 Pelikan
 - 10.8.1 Pelikan Basic Information
 - 10.8.2 Pelikan Text Marker Product Overview
 - 10.8.3 Pelikan Text Marker Product Market Performance
 - 10.8.4 Pelikan Business Overview

- 10.8.5 Pelikan Recent Developments
- 10.9 Lyreco
 - 10.9.1 Lyreco Basic Information
 - 10.9.2 Lyreco Text Marker Product Overview
 - 10.9.3 Lyreco Text Marker Product Market Performance
 - 10.9.4 Lyreco Business Overview
 - 10.9.5 Lyreco Recent Developments
- 10.10 Kores
 - 10.10.1 Kores Basic Information
 - 10.10.2 Kores Text Marker Product Overview
 - 10.10.3 Kores Text Marker Product Market Performance
 - 10.10.4 Kores Business Overview
 - 10.10.5 Kores Recent Developments
- 10.11 Stabilo
 - 10.11.1 Stabilo Basic Information
 - 10.11.2 Stabilo Text Marker Product Overview
 - 10.11.3 Stabilo Text Marker Product Market Performance
 - 10.11.4 Stabilo Business Overview
 - 10.11.5 Stabilo Recent Developments
- 10.12 Pentel
 - 10.12.1 Pentel Basic Information
 - 10.12.2 Pentel Text Marker Product Overview
 - 10.12.3 Pentel Text Marker Product Market Performance
 - 10.12.4 Pentel Business Overview
 - 10.12.5 Pentel Recent Developments
- 10.13 Shachihata (Artline, Xstamper)
 - 10.13.1 Shachihata (Artline, Xstamper) Basic Information
 - 10.13.2 Shachihata (Artline, Xstamper) Text Marker Product Overview
 - 10.13.3 Shachihata (Artline, Xstamper) Text Marker Product Market Performance
 - 10.13.4 Shachihata (Artline, Xstamper) Business Overview
 - 10.13.5 Shachihata (Artline, Xstamper) Recent Developments
- 10.14 Kukuyo
 - 10.14.1 Kukuyo Basic Information
 - 10.14.2 Kukuyo Text Marker Product Overview
 - 10.14.3 Kukuyo Text Marker Product Market Performance
 - 10.14.4 Kukuyo Business Overview
 - 10.14.5 Kukuyo Recent Developments
- 10.15 Sakura
 - 10.15.1 Sakura Basic Information

- 10.15.2 Sakura Text Marker Product Overview
- 10.15.3 Sakura Text Marker Product Market Performance
- 10.15.4 Sakura Business Overview
- 10.15.5 Sakura Recent Developments
- 10.16 Mitsubishi Pencil
 - 10.16.1 Mitsubishi Pencil Basic Information
 - 10.16.2 Mitsubishi Pencil Text Marker Product Overview
 - 10.16.3 Mitsubishi Pencil Text Marker Product Market Performance
 - 10.16.4 Mitsubishi Pencil Business Overview
 - 10.16.5 Mitsubishi Pencil Recent Developments
- 10.17 MandG
 - 10.17.1 MandG Basic Information
 - 10.17.2 MandG Text Marker Product Overview
 - 10.17.3 MandG Text Marker Product Market Performance
 - 10.17.4 MandG Business Overview
 - 10.17.5 MandG Recent Developments
- 10.18 Deli
 - 10.18.1 Deli Basic Information
 - 10.18.2 Deli Text Marker Product Overview
 - 10.18.3 Deli Text Marker Product Market Performance
 - 10.18.4 Deli Business Overview
 - 10.18.5 Deli Recent Developments
- 10.19 Comix
 - 10.19.1 Comix Basic Information
 - 10.19.2 Comix Text Marker Product Overview
 - 10.19.3 Comix Text Marker Product Market Performance
 - 10.19.4 Comix Business Overview
 - 10.19.5 Comix Recent Developments
- 10.20 Beifa
 - 10.20.1 Beifa Basic Information
 - 10.20.2 Beifa Text Marker Product Overview
 - 10.20.3 Beifa Text Marker Product Market Performance
 - 10.20.4 Beifa Business Overview
 - 10.20.5 Beifa Recent Developments
- 10.21 Guangbo
 - 10.21.1 Guangbo Basic Information
 - 10.21.2 Guangbo Text Marker Product Overview
 - 10.21.3 Guangbo Text Marker Product Market Performance
 - 10.21.4 Guangbo Business Overview

10.21.5 Guangbo Recent Developments

11 TEXT MARKER MARKET FORECAST BY REGION

11.1 Global Text Marker Market Size Forecast

11.2 Global Text Marker Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Text Marker Market Size Forecast by Country

11.2.3 Asia Pacific Text Marker Market Size Forecast by Region

11.2.4 South America Text Marker Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Text Marker by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Text Marker Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Text Marker by Type (2026-2035)

12.1.2 Global Text Marker Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Text Marker by Type (2026-2035)

12.2 Global Text Marker Market Forecast by Application (2026-2035)

12.2.1 Global Text Marker Sales (K Units) Forecast by Application

12.2.2 Global Text Marker Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Text Marker Market Size by Type (M USD)
- Table 4. Global Text Marker Market Size by Application
- Table 5. Text Marker Market Size Comparison by Region (M USD)
- Table 6. Global Text Marker Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Text Marker Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Text Marker Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Text Marker Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Text Marker as of 2025)
- Table 11. Global Market Text Marker Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Text Marker Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Text Marker Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Text Marker Sales by Type (K Units)
- Table 27. Global Text Marker Market Size by Type (M USD)
- Table 28. Global Text Marker Sales (K Units) by Type (2020-2025)
- Table 29. Global Text Marker Sales Market Share by Type (2020-2025)
- Table 30. Global Text Marker Market Size (M USD) by Type (2020-2025)
- Table 31. Global Text Marker Market Share by Type (2020-2025)
- Table 32. Global Text Marker Price (USD/Unit) by Type (2020-2025)

- Table 33. Global Text Marker Sales (K Units) by Application
- Table 34. Global Text Marker Market Size by Application
- Table 35. Global Text Marker Sales by Application (2020-2025) & (K Units)
- Table 36. Global Text Marker Sales Market Share by Application (2020-2025)
- Table 37. Global Text Marker Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Text Marker Market Share by Application (2020-2025)
- Table 39. Global Text Marker Sales Growth Rate by Application (2020-2025)
- Table 40. Global Text Marker Sales by Region (2020-2025) & (K Units)
- Table 41. Global Text Marker Sales Market Share by Region (2020-2025)
- Table 42. Global Text Marker Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Text Marker Market Size by Region (2020-2025)
- Table 44. North America Text Marker Sales by Country (2020-2025) & (K Units)
- Table 45. North America Text Marker Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Text Marker Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Text Marker Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Text Marker Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Text Marker Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Text Marker Sales by Country (2020-2025) & (K Units)
- Table 51. South America Text Marker Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Text Marker Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Text Marker Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Text Marker Production (K Units) by Region(2020-2025)
- Table 55. Global Text Marker Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Text Marker Revenue Market Share by Region (2020-2025)
- Table 57. Global Text Marker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Text Marker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Text Marker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Text Marker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Text Marker Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Newell Brands Basic Information
- Table 63. Newell Brands Text Marker Product Overview
- Table 64. Newell Brands Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 65. Newell Brands Business Overview
- Table 66. Newell Brands SWOT Analysis
- Table 67. Newell Brands Recent Developments
- Table 68. BIC Basic Information
- Table 69. BIC Text Marker Product Overview
- Table 70. BIC Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. BIC Business Overview
- Table 72. BIC SWOT Analysis
- Table 73. BIC Recent Developments
- Table 74. Pilot Basic Information
- Table 75. Pilot Text Marker Product Overview
- Table 76. Pilot Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Pilot Business Overview
- Table 78. Pilot SWOT Analysis
- Table 79. Pilot Recent Developments
- Table 80. ACCO Brands Basic Information
- Table 81. ACCO Brands Text Marker Product Overview
- Table 82. ACCO Brands Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. ACCO Brands Business Overview
- Table 84. ACCO Brands Recent Developments
- Table 85. Staedtler Basic Information
- Table 86. Staedtler Text Marker Product Overview
- Table 87. Staedtler Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Staedtler Business Overview
- Table 89. Staedtler Recent Developments
- Table 90. Edding Basic Information
- Table 91. Edding Text Marker Product Overview
- Table 92. Edding Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Edding Business Overview
- Table 94. Edding Recent Developments
- Table 95. Faber-Castell Basic Information
- Table 96. Faber-Castell Text Marker Product Overview
- Table 97. Faber-Castell Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Faber-Castell Business Overview

Table 99. Faber-Castell Recent Developments

Table 100. Pelikan Basic Information

Table 101. Pelikan Text Marker Product Overview

Table 102. Pelikan Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Pelikan Business Overview

Table 104. Pelikan Recent Developments

Table 105. Lyreco Basic Information

Table 106. Lyreco Text Marker Product Overview

Table 107. Lyreco Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Lyreco Business Overview

Table 109. Lyreco Recent Developments

Table 110. Kores Basic Information

Table 111. Kores Text Marker Product Overview

Table 112. Kores Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Kores Business Overview

Table 114. Kores Recent Developments

Table 115. Stabilo Basic Information

Table 116. Stabilo Text Marker Product Overview

Table 117. Stabilo Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. Stabilo Business Overview

Table 119. Stabilo Recent Developments

Table 120. Pentel Basic Information

Table 121. Pentel Text Marker Product Overview

Table 122. Pentel Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 123. Pentel Business Overview

Table 124. Pentel Recent Developments

Table 125. Shachihata (Artline, Xstamper) Basic Information

Table 126. Shachihata (Artline, Xstamper) Text Marker Product Overview

Table 127. Shachihata (Artline, Xstamper) Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. Shachihata (Artline, Xstamper) Business Overview

Table 129. Shachihata (Artline, Xstamper) Recent Developments

Table 130. Kukuyo Basic Information

Table 131. Kukuyo Text Marker Product Overview

Table 132. Kukuyo Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. Kukuyo Business Overview

Table 134. Kukuyo Recent Developments

Table 135. Sakura Basic Information

Table 136. Sakura Text Marker Product Overview

Table 137. Sakura Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Sakura Business Overview

Table 139. Sakura Recent Developments

Table 140. Mitsubishi Pencil Basic Information

Table 141. Mitsubishi Pencil Text Marker Product Overview

Table 142. Mitsubishi Pencil Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Mitsubishi Pencil Business Overview

Table 144. Mitsubishi Pencil Recent Developments

Table 145. MandG Basic Information

Table 146. MandG Text Marker Product Overview

Table 147. MandG Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. MandG Business Overview

Table 149. MandG Recent Developments

Table 150. Deli Basic Information

Table 151. Deli Text Marker Product Overview

Table 152. Deli Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 153. Deli Business Overview

Table 154. Deli Recent Developments

Table 155. Comix Basic Information

Table 156. Comix Text Marker Product Overview

Table 157. Comix Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 158. Comix Business Overview

Table 159. Comix Recent Developments

Table 160. Beifa Basic Information

Table 161. Beifa Text Marker Product Overview

Table 162. Beifa Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 163. Beifa Business Overview
- Table 164. Beifa Recent Developments
- Table 165. Guangbo Basic Information
- Table 166. Guangbo Text Marker Product Overview
- Table 167. Guangbo Text Marker Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 168. Guangbo Business Overview
- Table 169. Guangbo Recent Developments
- Table 170. Global Text Marker Sales Forecast by Region (2026-2035) & (K Units)
- Table 171. Global Text Marker Market Size Forecast by Region (2026-2035) & (M USD)
- Table 172. North America Text Marker Sales Forecast by Country (2026-2035) & (K Units)
- Table 173. North America Text Marker Market Size Forecast by Country (2026-2035) & (M USD)
- Table 174. Europe Text Marker Sales Forecast by Country (2026-2035) & (K Units)
- Table 175. Europe Text Marker Market Size Forecast by Country (2026-2035) & (M USD)
- Table 176. Asia Pacific Text Marker Sales Forecast by Region (2026-2035) & (K Units)
- Table 177. Asia Pacific Text Marker Market Size Forecast by Region (2026-2035) & (M USD)
- Table 178. South America Text Marker Sales Forecast by Country (2026-2035) & (K Units)
- Table 179. South America Text Marker Market Size Forecast by Country (2026-2035) & (M USD)
- Table 180. Middle East and Africa Text Marker Sales Forecast by Country (2026-2035) & (Units)
- Table 181. Middle East and Africa Text Marker Market Size Forecast by Country (2026-2035) & (M USD)
- Table 182. Global Text Marker Sales Forecast by Type (2026-2035) & (K Units)
- Table 183. Global Text Marker Market Size Forecast by Type (2026-2035) & (M USD)
- Table 184. Global Text Marker Price Forecast by Type (2026-2035) & (USD/Unit)
- Table 185. Global Text Marker Sales (K Units) Forecast by Application (2026-2035)
- Table 186. Global Text Marker Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Text Marker
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Text Marker Market Size (M USD), 2025-2035
- Figure 5. Global Text Marker Market Size (M USD) (2020-2035)
- Figure 6. Global Text Marker Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Text Marker Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Text Marker Product Life Cycle
- Figure 13. Text Marker Sales Share by Manufacturers in 2025
- Figure 14. Global Text Marker Revenue Share by Manufacturers in 2025
- Figure 15. Text Marker Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Text Marker Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Text Marker Revenue in 2025
- Figure 18. Industry Chain Map of Text Marker
- Figure 19. Global Text Marker Market PEST Analysis
- Figure 20. Global Text Marker Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Text Marker Market Share by Type
- Figure 27. Sales Market Share of Text Marker by Type (2020-2025)
- Figure 28. Sales Market Share of Text Marker by Type in 2025
- Figure 29. Market Share of Text Marker by Type (2020-2025)
- Figure 30. Market Share of Text Marker by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Text Marker Market Share by Application
- Figure 33. Global Text Marker Sales Market Share by Application (2020-2025)

- Figure 34. Global Text Marker Sales Market Share by Application in 2025
- Figure 35. Global Text Marker Market Share by Application (2020-2025)
- Figure 36. Global Text Marker Market Share by Application in 2025
- Figure 37. Global Text Marker Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Text Marker Sales Market Share by Region (2020-2025)
- Figure 39. Global Text Marker Market Size by Region (2020-2025)
- Figure 40. North America Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Text Marker Sales Market Share by Country in 2024
- Figure 43. North America Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Text Marker Market Size by Country in 2024
- Figure 45. U.S. Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Text Marker Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Text Marker Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Text Marker Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Text Marker Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Text Marker Sales Market Share by Country in 2024
- Figure 53. Europe Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Text Marker Market Size by Country in 2024
- Figure 55. Germany Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Text Marker Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific Text Marker Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Text Marker Market Size by Region in 2024
- Figure 68. China Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Text Marker Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Text Marker Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Text Marker Sales and Growth Rate (K Units)

Figure 79. South America Text Marker Sales Market Share by Country in 2024

Figure 80. South America Text Marker Market Size and Growth Rate (M USD)

Figure 81. South America Text Marker Market Size by Country in 2024

Figure 82. Brazil Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Text Marker Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Text Marker Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Text Marker Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Text Marker Market Size by Region in 2024

Figure 92. Saudi Arabia Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Text Marker Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Text Marker Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Text Marker Production Market Share by Region (2020-2025)

Figure 103. North America Text Marker Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Text Marker Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Text Marker Production (K Units) Growth Rate (2020-2025)

Figure 106. China Text Marker Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Text Marker Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Text Marker Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Text Marker Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Text Marker Market Share Forecast by Type (2026-2035)

Figure 111. Global Text Marker Sales Forecast by Application (2026-2035)

Figure 112. Global Text Marker Market Share Forecast by Application (2026-2035)

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