

# Global Marker Pens Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Marker Pens market size will reach 1,998.45 Million USD in 2025 and is projected to reach 2,312.98 Million USD by 2032, with a CAGR of 2.11% (2025-2032). Notably, the China Marker Pens market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Marker pens, also known as felt-tip pens or markers, are writing instruments that consist of a porous tip made of felt or fiber, which is filled with ink. They are designed for clear and bold writing or drawing on various surfaces, including paper, cardboard, whiteboards, and more. The ink in marker pens is usually quick-drying and comes in a wide range of vibrant colors. Marker pens are widely used in various applications, such as art and design, highlighting or underlining text, creating posters or signs, labeling, or for general writing purposes. They are popular due to their versatility, ease of use, and ability to produce bold and vivid lines, making them a common choice for both professionals and everyday users.

The major global manufacturers of Marker Pens include SAKURA COLOR, Guangdong Baoke Stationery, Zhaoqing Sita Stationary Commodity, Shanghai M&G Stationery Inc., Deli Group, Shenzhen Comix Group, Kunshan Lemei Stationery, Guangbo Group Stock, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and

influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Marker Pens. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Marker Pens market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Marker Pens market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Marker Pens industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Marker Pens Include:

SAKURA COLOR

Guangdong Baoke Stationery

Zhaoqing Sita Stationary Commodity

Shanghai M&G Stationery Inc.

Deli Group

Shenzhen Comix Group

Kunshan Lemei Stationery

Guangbo Group Stock

Marker Pens Product Segment Include:

Oily (Alcoholic) Marker

Water-based Marker

Marker Pens Product Application Include:

Design/Office

Logistics

Education

## **Chapter Scope**

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