

# A W Faber-Castell SA in Personal Accessories (Brazil)

<https://marketpublishers.com/r/A2FE93AF815EN.html>

Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A2FE93AF815EN

## Abstracts

Faber-Castell continues to face strong competition from cheap, Asian products. In order to keep up with the competition, the company focuses on differentiating its products. The company continues to prioritise value-added products and products that are environmentally friendly in writing instruments. In the first semester of 2015, the company enjoyed a boost in sales due to the huge popularity of colouring books for adults in Brazil. Sales of large boxes of colouring pencils, with 36 or 48 pencils...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Bags and Luggage, Jewellery, Watches, Writing Instruments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Personal Accessories 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.

## Contents

Strategic Direction

Key Facts

Summary 1 A W Faber-Castell SA: Key Facts

Competitive Positioning

Summary 2 A W Faber-Castell SA: Competitive Position 2015

## I would like to order

Product name: A W Faber-Castell SA in Personal Accessories (Brazil)

Product link: <https://marketpublishers.com/r/A2FE93AF815EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A2FE93AF815EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970