

Faber-Castell AG in Personal Accessories (World)

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Date: August 2015

Pages: 37

Price: US\$ 572.00 (Single User License)

ID: F5C7563D19AEN

Abstracts

Faber-Castell AG, a German-based pencil producer founded in 1761, has expanded into new international markets and other writing instruments categories for further growth. Currently, it faces significant challenges from the rise in use of electronic media for writing, painting and drawing. However, an unexpected boom in adult colouring books offers growth potential through 2020.

Euromonitor International's Faber-Castell AG in Personal Accessories (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Personal Accessories industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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