

Luxury Writing Instruments and Stationery in Sweden

<https://marketpublishers.com/r/LB627752586EN.html>

Date: December 2021

Pages: 15

Price: US\$ 990.00 (Single User License)

ID: LB627752586EN

Abstracts

Luxury writing instruments and stationery is recording only mild growth in 2021, only partially offsetting the lost values of 2020 due to reduced store visits and negligible tourism. Office workers were advised to work from home during the first half of 2021, which resulted in fewer occasions to buy such products as a gift for one's colleague or boss. In general, working from home relaxed business routines, both of employees and managers, have thus decreased the importance of luxury pens and oth...

Euromonitor International's Luxury Writing Instruments and Stationery in Sweden report offers a comprehensive guide to the size and shape of the Luxury Writing Instruments and Stationery market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Writing Instruments and Stationery retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

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

Why buy this report?

Get a detailed picture of the Luxury Writing Instruments and Stationery 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.

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2021 DEVELOPMENTS

Luxury writing instruments and stationery records only mild growth, as working from home trends negatively impact the category

Low direct online sales in luxury writing implements restricts e-commerce from taking off in the category

Cie Financi?re Richemont maintains its top place thanks to iconic Montblanc and Cartier brands

PROSPECTS AND OPPORTUNITIES

Sluggish sales expected over the forecast period, due to low levels of interest and growing competition from consumer electronics

Culture of giving a branded luxury pen as a present is fading, with little scope for new innovations to boost interest

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