

# **Luxury Writing Instruments and Stationery in Turkey**

https://marketpublishers.com/r/LE7DD93EFD6EN.html

Date: January 2021

Pages: 21

Price: US\$ 660.00 (Single User License)

ID: LE7DD93EFD6EN

# **Abstracts**

Following strong double-digit retail value growth in 2019, the COVID-19 pandemic led to a fall in sales of luxury writing instruments and stationery in 2020, although the category was less affected than some other areas of luxury goods. Consumer confidence was hit by the lockdown and uncertainty surrounding the pandemic's wider impact on the economy and disposable incomes. This led to a loss of consumer confidence and a general reluctance to make non-essential discretionary purchases of items su...

Euromonitor International's Luxury Writing Instruments and Stationery in Turkey 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.



# **Contents**

#### **KEY DATA FINDINGS**

2020 IMPACT

Sales of luxury writing instruments and stationery hit by fall in discretionary spending in 2020

Players proceed with planned launches in 2020

Montblanc retains lead as Sailor emerges as a strong competitor

# **RECOVERY AND OPPORTUNITIES**

Affordable luxury set to be key to driving sales over the forecast period

Tight focus on costs as smart devices pose an increasing threat to luxury writing instruments

Sustainability set to come to the fore as consumers increasingly seek responsible consumption

#### **CATEGORY DATA**

Table 1 Sales of Luxury Writing Instruments and Stationery: Value 2015-2020

Table 2 Sales of Luxury Writing Instruments and Stationery: % Value Growth 2015-2020

Table 3 NBO Company Shares of Luxury Writing Instruments and Stationery: % Value 2015-2019

Table 4 LBN Brand Shares of Luxury Writing Instruments and Stationery: % Value 2016-2019

Table 5 Distribution of Luxury Writing Instruments and Stationery by Format: % Value 2015-2020

Table 6 Forecast Sales of Luxury Writing Instruments and Stationery: Value 2020-2025

Table 7 Forecast Sales of Luxury Writing Instruments and Stationery: % Value Growth 2020-2025

**EXECUTIVE SUMMARY** 

COVID-19 impact on luxury goods

COVID-19 country impact

Company response

Retailing shift

What next for luxury goods?

MARKET INDICATORS

Table 8 Number of High Net Worth Individuals (HNWI): 2015-2020

MARKET DATA

Table 9 Sales of Luxury Goods by Category: Value 2015-2020

Table 10 Sales of Luxury Goods by Category: % Value Growth 2015-2020

Table 11 Inbound Receipts for Luxury Goods by Country of Origin: Value 2015-2020

Table 12 NBO Company Shares of Luxury Goods: % Value 2015-2019



Table 13 LBN Brand Shares of Luxury Goods: % Value 2016-2019

Table 14 Distribution of Luxury Goods by Format and Category: % Value 2020

Table 15 Forecast Sales of Luxury Goods by Category: Value 2020-2025

Table 16 Forecast Sales of Luxury Goods by Category: % Value Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 1 Research Sources



# I would like to order

Product name: Luxury Writing Instruments and Stationery in Turkey
Product link: <a href="https://marketpublishers.com/r/LE7DD93EFD6EN.html">https://marketpublishers.com/r/LE7DD93EFD6EN.html</a>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/LE7DD93EFD6EN.html">https://marketpublishers.com/r/LE7DD93EFD6EN.html</a>

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
	Custumer signature

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

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