

# Personal Stationery - United Kingdom

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## Abstracts

Nearly every subsector in personal stationery recorded declines in 2009. This sector was hit hard by the recession at a time when it was already undergoing a large-scale transformation which saw growth rates languishing below 2%. Many believe the recent economic downturn merely hastened the inevitable in the UK personal stationery sector. Negative growth might have been induced by macroeconomic issues, but growth rates had already been dropping throughout the review period.

Euromonitor International's Personal Stationery in United Kingdom report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2005-2009), 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 – be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Envelopes, Giftwrap and Accessories, Greeting Cards, Notebooks, Notepaper and Blank Notelet Sets, Pads, Personal Organisers, Printing Paper

**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 Goods industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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