

Writing Instruments in Russia

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Abstracts

Writing instruments is expected to see a sales recovery in 2021, following decline in 2020. Remoted learning due to the COVID-19 pandemic negatively affected demand for pens and pencils as pupils wrote less as they used their laptops or computers when learning at home in 2020. The return to in-school education is set to drive the recovery of writing instruments in 2021; however, it is unlikely that the pandemic will be over in the year and, as a result, writing instruments will not achieve the s...

Euromonitor International's Writing Instruments in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

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

Why buy this report?

Get a detailed picture of the Writing Instruments 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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