

# Writing Instruments in Russia

<https://marketpublishers.com/r/W31C1646250EN.html>

Date: July 2021

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: W31C1646250EN

## 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.

## Contents

### WRITING INSTRUMENTS IN RUSSIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Return to school and rising unit prices benefit value sales in 2021

Country comparisons

International brands continue to lead a highly fragmented, while private label opportunities remain largely non-existent

#### PROSPECTS AND OPPORTUNITIES

Declining birth rate impacts future demand

Longer-term adoption of homeworking to impact B2B and B2C sales of writing instruments

Prospects for e-commerce and private label to remain limited over the forecast period

#### CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2016-2021

Table 2 Sales of Writing Instruments by Category: Value 2016-2021

Table 3 Sales of Writing Instruments by Category: % Volume Growth 2016-2021

Table 4 Sales of Writing Instruments by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Writing Instruments: % Value 2016-2020

Table 6 LBN Brand Shares of Writing Instruments: % Value 2017-2020

Table 7 Distribution of Writing Instruments by Format: % Value 2016-2021

Table 8 Forecast Sales of Writing Instruments by Category: Volume 2021-2026

Table 9 Forecast Sales of Writing Instruments by Category: Value 2021-2026

Table 10 Forecast Sales of Writing Instruments by Category: % Volume Growth 2021-2026

Table 11 Forecast Sales of Writing Instruments by Category: % Value Growth 2021-2026

### PERSONAL ACCESSORIES IN RUSSIA

#### EXECUTIVE SUMMARY

Personal accessories in 2021: The big picture

Key trends in 2021

Competitive landscape

Retailing developments

What next for personal accessories?

#### MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2016-2021

Table 13 Sales of Personal Accessories by Category: Value 2016-2021

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2016-2021

Table 15 Sales of Personal Accessories by Category: % Value Growth 2016-2021

Table 16 NBO Company Shares of Personal Accessories: % Value 2016-2020

Table 17 LBN Brand Shares of Personal Accessories: % Value 2017-2020

Table 18 Distribution of Personal Accessories by Format: % Value 2016-2021

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2021-2026

Table 20 Forecast Sales of Personal Accessories by Category: Value 2021-2026

Table 21 Forecast Sales of Personal Accessories by Category: % Volume Growth  
2021-2026

Table 22 Forecast Sales of Personal Accessories by Category: % Value Growth  
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Writing Instruments in Russia

Product link: <https://marketpublishers.com/r/W31C1646250EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W31C1646250EN.html>

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**

Customer signature \_\_\_\_\_

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

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