

Writing Instruments in Brazil

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Abstracts

In the world of writing instruments in Brazil, the year 2023 unfolded against the backdrop of a nation striving to recover from the far-reaching impacts of the pandemic. Brazil, one of the countries in which class interruptions endured the longest, faced significant challenges in the educational sector, directly affecting sales of writing instruments. With vaccination, the resumption of full-scale educational activities, and the gradual return to normal social interactions, sales of writing inst...

Euromonitor International's Writing Instruments in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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 Brazil
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LIST OF CONTENTS AND TABLES

WRITING INSTRUMENTS IN BRAZIL
KEY DATA FINDINGS

2023 DEVELOPMENTS

After a year of intense growth, writing instruments stabilises
The enduring role of writing instruments in education and professions in Brazil
Reshaping market presence through e-commerce and social media

PROSPECTS AND OPPORTUNITIES

Opportunities and consistency in writing instruments in Brazil
Cross-category collaborations likely to reshape the future
Greening the page with sustainable initiatives

CATEGORY DATA

Table 1 Sales of Writing Instruments by Category: Volume 2018-2023
Table 2 Sales of Writing Instruments by Category: Value 2018-2023
Table 3 Sales of Writing Instruments by Category: % Volume Growth 2018-2023
Table 4 Sales of Writing Instruments by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Writing Instruments: % Value 2019-2023
Table 6 LBN Brand Shares of Writing Instruments: % Value 2020-2023
Table 7 Distribution of Writing Instruments by Format: % Value 2018-2023
Table 8 Forecast Sales of Writing Instruments by Category: Volume 2023-2028
Table 9 Forecast Sales of Writing Instruments by Category: Value 2023-2028
Table 10 Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

PERSONAL ACCESSORIES IN BRAZIL

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 Sales of Personal Accessories by Category: Volume 2018-2023

Table 13 Sales of Personal Accessories by Category: Value 2018-2023

Table 14 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 15 Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 17 LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 18 Distribution of Personal Accessories by Format: % Value 2018-2023

Table 19 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 20 Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 21 Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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