

Writing Instruments in Indonesia

<https://marketpublishers.com/r/W2A6FEC57E4EN.html>

Date: January 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: W2A6FEC57E4EN

Abstracts

Sales of writing instruments saw an improved performance in constant value terms in 2023, when compared to the previous year. This was partly attributable to the return of pre-pandemic lifestyles including the resumption of face-to face school activities. Providing stationery supplies, including writing instruments, is a mandatory requirement for parents and is normally purchased at the start of the new academic year, contributing to a surge in sales during this period. Many employees also retur...

Euromonitor International's Writing Instruments in Indonesia 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 Indonesia
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

WRITING INSTRUMENTS IN INDONESIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Back to school period is key for sales of writing instruments

Colouring instruments enjoy healthy growth as parents still recognise the importance of drawing and colouring in children's development

Leading international brands come under increased pressure from small manufacturers

PROSPECTS AND OPPORTUNITIES

Demand for writing instruments will continue to grow, despite shift towards digital devices

Players will flex their sustainability credentials, with crayons made from edible materials being a distinct possibility

Faber Castell focuses on pre-school segment through newest product launch

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 INDONESIA

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Writing Instruments in Indonesia

Product link: <https://marketpublishers.com/r/W2A6FEC57E4EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W2A6FEC57E4EN.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