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Writing Instruments in the US

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Abstracts

While writing instruments saw a stellar recovery in 2021, surpassing the pre-pandemic (2019) level of volume and current value sales, 2022 proved to be a challenging year, with most categories returning to decline, and a similar pattern set to follow suit in 2023. The 2022 performance was not only negatively impacted by supply issues, rising input costs, and rising unit prices, but also by a softening of demand for writing instruments in the US. Indeed, 2021 benefited from a post-pandemic recove...

Euromonitor International's Writing Instrumentsin USA 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;

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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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