

Writing Instruments in Australia

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Abstracts

In 2023, writing instruments is set to demonstrate continued recovery of volume and value sales in Australia, driven by the normalisation of physical store trading and improved back-to-school sales. The back-to-school season is a pivotal time for sales of stationery, often likened to the Christmas season. Families, students, and professionals stock up on a wide range of stationery, particularly essentials such as diaries, notebooks, and pens. However, this period also sees a surge in demand for...

Euromonitor International's Writing Instruments in Australia 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.

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