

# Writing Instruments in Germany

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## Abstracts

In 2022, prices continued the steady rise that started before the pandemic, with significant increases since then, mainly driven by soaring energy costs. The recovery from the pandemic was slow, due to several COVID-19 variants affecting schools and workplaces. Many product lines faced drops in sales, impacting profits and investment. Pandemic-related regulations added extra costs to companies and disrupted supply chains, leading to job losses, followed by a labour crisis, with a lack of availab...

Euromonitor International's Writing Instruments in Germany 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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March 2024

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