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Writing Instruments in Japan

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Abstracts

According to Euromonitor’s Economies and Consumers data, the population aged 0-14 is set to decline by 2% between 2022 and 2023, accounting for only 11% of the total population in Japan. The total population of this age group has declined for 40 consecutive years in the country, from 1982 to 2023. Students in elementary school, junior high, and high school are the main consumer base for writing instruments. Having a continuously decreasing population aged 0-14 has gradually but certainly hit the...

Euromonitor International's Writing Instrumentsin Japan 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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