

# Global Marker Pens Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Marker Pens market size was valued at USD 1789.9 million in 2023 and is forecast to a readjusted size of USD 2043.9 million by 2030 with a CAGR of 1.9% during review period.

Marker pen also known as marker. It is a special color pen for writing or painting. It contains ink and usually has a lid. Marker production area is more obvious. The regional consumer market is less obvious, and the demand for office stationery is relatively high in economically developed areas. In 2018, China's light industry overcame adverse factors such as rising costs and the trade war between China and the United States, and worked hard to improve the quality of its development by taking consumption upgrading as its orientation. In 2018, China's production capacity reached 8.5 billion markers, and the output was 7.1 billion. It is expected that by 2025, the national output will reach 9.8 billion markers, with a CAGR compound growth rate of 5%. Currently, in terms of volume, oil-based marker pens account for the majority of the market, about 56% (2018), and this proportion is expected to drop to 47% by 2025. After the popularity of alcoholic markers for a while, it is estimated that in a few years, the water-based marker market began to explode, because there are still too few water-based markers in China, and water-based markers still have many unique features in environmental protection and color use, which are beyond the reach of alcoholic markers. From the perspective of application, the most widely used marker is design/office, and its production share is as high as 59% (in 2018). It is expected that this field will remain the most widely used marker in the next six years, and its market share is expected to reach 59% by 2025.

In China, Marker Pens key players include SAKURA COLOR, Guangdong Baoke Stationery Co.,Ltd., Zhaoqing Sita Stationary Commodity Co.,Ltd., etc.

Jiangsu-Zhejiang-Shanghai is the largest market, with a share over 35%, followed by Beijing-Tianjin-Hebei, and Fujian and Guangdong, both have a share over 40 percent.

In terms of product, Oily (Alcoholic) Marker is the largest segment, with a share about 55%. And in terms of application, the largest application is Design/Office, followed by Logistics, Education, etc.

The Global Info Research report includes an overview of the development of the Marker Pens industry chain, the market status of Design/Office (Oily (Alcoholic) Marker, Water-based Marker), Logistics (Oily (Alcoholic) Marker, Water-based Marker), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Marker Pens.

Regionally, the report analyzes the Marker Pens markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Marker Pens market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Marker Pens market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Marker Pens industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Oily (Alcoholic) Marker, Water-based Marker).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Marker Pens market.

**Regional Analysis:** The report involves examining the Marker Pens market at a regional

or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Marker Pens market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Marker Pens:

**Company Analysis:** Report covers individual Marker Pens manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Marker Pens. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Design/Office, Logistics).

**Technology Analysis:** Report covers specific technologies relevant to Marker Pens. It assesses the current state, advancements, and potential future developments in Marker Pens areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Marker Pens market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Marker Pens market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

#### Oily (Alcoholic) Marker

Water-based Marker

Market segment by Application

Design/Office

Logistics

Education

Major players covered

SAKURA COLOR

Guangdong Baoke Stationery Co.,Ltd.

Zhaoqing Sita Stationary Commodity Co.,Ltd.

Shanghai M&G Stationery Inc.

Deli Group Co.,Ltd.

Shenzhen Comix Group Co.,Ltd.

Kunshan Lemei Stationery Co.,Ltd.

Guangbo Group Stock Co.,Ltd

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Marker Pens product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Marker Pens, with price, sales, revenue and global market share of Marker Pens from 2019 to 2024.

Chapter 3, the Marker Pens competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Marker Pens breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Marker Pens market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Marker Pens.

Chapter 14 and 15, to describe Marker Pens sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Marker Pens
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Marker Pens Consumption Value by Type: 2019 Versus 2023 Versus 2030
  - 1.3.2 Oily (Alcoholic) Marker
  - 1.3.3 Water-based Marker
- 1.4 Market Analysis by Application
  - 1.4.1 Overview: Global Marker Pens Consumption Value by Application: 2019 Versus 2023 Versus 2030
  - 1.4.2 Design/Office
  - 1.4.3 Logistics
  - 1.4.4 Education
- 1.5 Global Marker Pens Market Size & Forecast
  - 1.5.1 Global Marker Pens Consumption Value (2019 & 2023 & 2030)
  - 1.5.2 Global Marker Pens Sales Quantity (2019-2030)
  - 1.5.3 Global Marker Pens Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

- 2.1 SAKURA COLOR
  - 2.1.1 SAKURA COLOR Details
  - 2.1.2 SAKURA COLOR Major Business
  - 2.1.3 SAKURA COLOR Marker Pens Product and Services
  - 2.1.4 SAKURA COLOR Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.1.5 SAKURA COLOR Recent Developments/Updates
- 2.2 Guangdong Baoke Stationery Co.,Ltd.
  - 2.2.1 Guangdong Baoke Stationery Co.,Ltd. Details
  - 2.2.2 Guangdong Baoke Stationery Co.,Ltd. Major Business
  - 2.2.3 Guangdong Baoke Stationery Co.,Ltd. Marker Pens Product and Services
  - 2.2.4 Guangdong Baoke Stationery Co.,Ltd. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.2.5 Guangdong Baoke Stationery Co.,Ltd. Recent Developments/Updates
- 2.3 Zhaoqing Sita Stationary Commodity Co.,Ltd.

- 2.3.1 Zhaoqing Sita Stationary Commodity Co.,Ltd. Details
- 2.3.2 Zhaoqing Sita Stationary Commodity Co.,Ltd. Major Business
- 2.3.3 Zhaoqing Sita Stationary Commodity Co.,Ltd. Marker Pens Product and Services
- 2.3.4 Zhaoqing Sita Stationary Commodity Co.,Ltd. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Zhaoqing Sita Stationary Commodity Co.,Ltd. Recent Developments/Updates
- 2.4 Shanghai M&G Stationery Inc.
  - 2.4.1 Shanghai M&G Stationery Inc. Details
  - 2.4.2 Shanghai M&G Stationery Inc. Major Business
  - 2.4.3 Shanghai M&G Stationery Inc. Marker Pens Product and Services
  - 2.4.4 Shanghai M&G Stationery Inc. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.4.5 Shanghai M&G Stationery Inc. Recent Developments/Updates
- 2.5 Deli Group Co.,Ltd.
  - 2.5.1 Deli Group Co.,Ltd. Details
  - 2.5.2 Deli Group Co.,Ltd. Major Business
  - 2.5.3 Deli Group Co.,Ltd. Marker Pens Product and Services
  - 2.5.4 Deli Group Co.,Ltd. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.5.5 Deli Group Co.,Ltd. Recent Developments/Updates
- 2.6 Shenzhen Comix Group Co.,Ltd.
  - 2.6.1 Shenzhen Comix Group Co.,Ltd. Details
  - 2.6.2 Shenzhen Comix Group Co.,Ltd. Major Business
  - 2.6.3 Shenzhen Comix Group Co.,Ltd. Marker Pens Product and Services
  - 2.6.4 Shenzhen Comix Group Co.,Ltd. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.6.5 Shenzhen Comix Group Co.,Ltd. Recent Developments/Updates
- 2.7 Kunshan Lemei Stationery Co.,Ltd.
  - 2.7.1 Kunshan Lemei Stationery Co.,Ltd. Details
  - 2.7.2 Kunshan Lemei Stationery Co.,Ltd. Major Business
  - 2.7.3 Kunshan Lemei Stationery Co.,Ltd. Marker Pens Product and Services
  - 2.7.4 Kunshan Lemei Stationery Co.,Ltd. Marker Pens Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.7.5 Kunshan Lemei Stationery Co.,Ltd. Recent Developments/Updates
- 2.8 Guangbo Group Stock Co.,Ltd
  - 2.8.1 Guangbo Group Stock Co.,Ltd Details
  - 2.8.2 Guangbo Group Stock Co.,Ltd Major Business
  - 2.8.3 Guangbo Group Stock Co.,Ltd Marker Pens Product and Services
  - 2.8.4 Guangbo Group Stock Co.,Ltd Marker Pens Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Guangbo Group Stock Co.,Ltd Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: MARKER PENS BY MANUFACTURER**

3.1 Global Marker Pens Sales Quantity by Manufacturer (2019-2024)

3.2 Global Marker Pens Revenue by Manufacturer (2019-2024)

3.3 Global Marker Pens Average Price by Manufacturer (2019-2024)

3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Marker Pens by Manufacturer Revenue (\$MM) and Market Share (%): 2023

3.4.2 Top 3 Marker Pens Manufacturer Market Share in 2023

3.4.2 Top 6 Marker Pens Manufacturer Market Share in 2023

3.5 Marker Pens Market: Overall Company Footprint Analysis

3.5.1 Marker Pens Market: Region Footprint

3.5.2 Marker Pens Market: Company Product Type Footprint

3.5.3 Marker Pens Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

4.1 Global Marker Pens Market Size by Region

4.1.1 Global Marker Pens Sales Quantity by Region (2019-2030)

4.1.2 Global Marker Pens Consumption Value by Region (2019-2030)

4.1.3 Global Marker Pens Average Price by Region (2019-2030)

4.2 North America Marker Pens Consumption Value (2019-2030)

4.3 Europe Marker Pens Consumption Value (2019-2030)

4.4 Asia-Pacific Marker Pens Consumption Value (2019-2030)

4.5 South America Marker Pens Consumption Value (2019-2030)

4.6 Middle East and Africa Marker Pens Consumption Value (2019-2030)

### **5 MARKET SEGMENT BY TYPE**

5.1 Global Marker Pens Sales Quantity by Type (2019-2030)

5.2 Global Marker Pens Consumption Value by Type (2019-2030)

5.3 Global Marker Pens Average Price by Type (2019-2030)

### **6 MARKET SEGMENT BY APPLICATION**



- 6.1 Global Marker Pens Sales Quantity by Application (2019-2030)
- 6.2 Global Marker Pens Consumption Value by Application (2019-2030)
- 6.3 Global Marker Pens Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

- 7.1 North America Marker Pens Sales Quantity by Type (2019-2030)
- 7.2 North America Marker Pens Sales Quantity by Application (2019-2030)
- 7.3 North America Marker Pens Market Size by Country
  - 7.3.1 North America Marker Pens Sales Quantity by Country (2019-2030)
  - 7.3.2 North America Marker Pens Consumption Value by Country (2019-2030)
  - 7.3.3 United States Market Size and Forecast (2019-2030)
  - 7.3.4 Canada Market Size and Forecast (2019-2030)
  - 7.3.5 Mexico Market Size and Forecast (2019-2030)

## **8 EUROPE**

- 8.1 Europe Marker Pens Sales Quantity by Type (2019-2030)
- 8.2 Europe Marker Pens Sales Quantity by Application (2019-2030)
- 8.3 Europe Marker Pens Market Size by Country
  - 8.3.1 Europe Marker Pens Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Marker Pens Consumption Value by Country (2019-2030)
  - 8.3.3 Germany Market Size and Forecast (2019-2030)
  - 8.3.4 France Market Size and Forecast (2019-2030)
  - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
  - 8.3.6 Russia Market Size and Forecast (2019-2030)
  - 8.3.7 Italy Market Size and Forecast (2019-2030)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Marker Pens Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Marker Pens Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Marker Pens Market Size by Region
  - 9.3.1 Asia-Pacific Marker Pens Sales Quantity by Region (2019-2030)
  - 9.3.2 Asia-Pacific Marker Pens Consumption Value by Region (2019-2030)
  - 9.3.3 China Market Size and Forecast (2019-2030)
  - 9.3.4 Japan Market Size and Forecast (2019-2030)
  - 9.3.5 Korea Market Size and Forecast (2019-2030)

- 9.3.6 India Market Size and Forecast (2019-2030)
- 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
- 9.3.8 Australia Market Size and Forecast (2019-2030)

## **10 SOUTH AMERICA**

- 10.1 South America Marker Pens Sales Quantity by Type (2019-2030)
- 10.2 South America Marker Pens Sales Quantity by Application (2019-2030)
- 10.3 South America Marker Pens Market Size by Country
  - 10.3.1 South America Marker Pens Sales Quantity by Country (2019-2030)
  - 10.3.2 South America Marker Pens Consumption Value by Country (2019-2030)
  - 10.3.3 Brazil Market Size and Forecast (2019-2030)
  - 10.3.4 Argentina Market Size and Forecast (2019-2030)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Marker Pens Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Marker Pens Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Marker Pens Market Size by Country
  - 11.3.1 Middle East & Africa Marker Pens Sales Quantity by Country (2019-2030)
  - 11.3.2 Middle East & Africa Marker Pens Consumption Value by Country (2019-2030)
  - 11.3.3 Turkey Market Size and Forecast (2019-2030)
  - 11.3.4 Egypt Market Size and Forecast (2019-2030)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
  - 11.3.6 South Africa Market Size and Forecast (2019-2030)

## **12 MARKET DYNAMICS**

- 12.1 Marker Pens Market Drivers
- 12.2 Marker Pens Market Restraints
- 12.3 Marker Pens Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Marker Pens and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Marker Pens
- 13.3 Marker Pens Production Process
- 13.4 Marker Pens Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Marker Pens Typical Distributors
- 14.3 Marker Pens Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Marker Pens Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Marker Pens Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. SAKURA COLOR Basic Information, Manufacturing Base and Competitors

Table 4. SAKURA COLOR Major Business

Table 5. SAKURA COLOR Marker Pens Product and Services

Table 6. SAKURA COLOR Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. SAKURA COLOR Recent Developments/Updates

Table 8. Guangdong Baoke Stationery Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 9. Guangdong Baoke Stationery Co.,Ltd. Major Business

Table 10. Guangdong Baoke Stationery Co.,Ltd. Marker Pens Product and Services

Table 11. Guangdong Baoke Stationery Co.,Ltd. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Guangdong Baoke Stationery Co.,Ltd. Recent Developments/Updates

Table 13. Zhaoqing Sita Stationary Commodity Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 14. Zhaoqing Sita Stationary Commodity Co.,Ltd. Major Business

Table 15. Zhaoqing Sita Stationary Commodity Co.,Ltd. Marker Pens Product and Services

Table 16. Zhaoqing Sita Stationary Commodity Co.,Ltd. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. Zhaoqing Sita Stationary Commodity Co.,Ltd. Recent Developments/Updates

Table 18. Shanghai M&G Stationery Inc. Basic Information, Manufacturing Base and Competitors

Table 19. Shanghai M&G Stationery Inc. Major Business

Table 20. Shanghai M&G Stationery Inc. Marker Pens Product and Services

Table 21. Shanghai M&G Stationery Inc. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. Shanghai M&G Stationery Inc. Recent Developments/Updates

Table 23. Deli Group Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 24. Deli Group Co.,Ltd. Major Business

Table 25. Deli Group Co.,Ltd. Marker Pens Product and Services

Table 26. Deli Group Co.,Ltd. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Deli Group Co.,Ltd. Recent Developments/Updates

Table 28. Shenzhen Comix Group Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 29. Shenzhen Comix Group Co.,Ltd. Major Business

Table 30. Shenzhen Comix Group Co.,Ltd. Marker Pens Product and Services

Table 31. Shenzhen Comix Group Co.,Ltd. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. Shenzhen Comix Group Co.,Ltd. Recent Developments/Updates

Table 33. Kunshan Lemei Stationery Co.,Ltd. Basic Information, Manufacturing Base and Competitors

Table 34. Kunshan Lemei Stationery Co.,Ltd. Major Business

Table 35. Kunshan Lemei Stationery Co.,Ltd. Marker Pens Product and Services

Table 36. Kunshan Lemei Stationery Co.,Ltd. Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. Kunshan Lemei Stationery Co.,Ltd. Recent Developments/Updates

Table 38. Guangbo Group Stock Co.,Ltd Basic Information, Manufacturing Base and Competitors

Table 39. Guangbo Group Stock Co.,Ltd Major Business

Table 40. Guangbo Group Stock Co.,Ltd Marker Pens Product and Services

Table 41. Guangbo Group Stock Co.,Ltd Marker Pens Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Guangbo Group Stock Co.,Ltd Recent Developments/Updates

Table 43. Global Marker Pens Sales Quantity by Manufacturer (2019-2024) & (K Units)

Table 44. Global Marker Pens Revenue by Manufacturer (2019-2024) & (USD Million)

Table 45. Global Marker Pens Average Price by Manufacturer (2019-2024) & (USD/Unit)

Table 46. Market Position of Manufacturers in Marker Pens, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 47. Head Office and Marker Pens Production Site of Key Manufacturer

Table 48. Marker Pens Market: Company Product Type Footprint

Table 49. Marker Pens Market: Company Product Application Footprint

- Table 50. Marker Pens New Market Entrants and Barriers to Market Entry
- Table 51. Marker Pens Mergers, Acquisition, Agreements, and Collaborations
- Table 52. Global Marker Pens Sales Quantity by Region (2019-2024) & (K Units)
- Table 53. Global Marker Pens Sales Quantity by Region (2025-2030) & (K Units)
- Table 54. Global Marker Pens Consumption Value by Region (2019-2024) & (USD Million)
- Table 55. Global Marker Pens Consumption Value by Region (2025-2030) & (USD Million)
- Table 56. Global Marker Pens Average Price by Region (2019-2024) & (USD/Unit)
- Table 57. Global Marker Pens Average Price by Region (2025-2030) & (USD/Unit)
- Table 58. Global Marker Pens Sales Quantity by Type (2019-2024) & (K Units)
- Table 59. Global Marker Pens Sales Quantity by Type (2025-2030) & (K Units)
- Table 60. Global Marker Pens Consumption Value by Type (2019-2024) & (USD Million)
- Table 61. Global Marker Pens Consumption Value by Type (2025-2030) & (USD Million)
- Table 62. Global Marker Pens Average Price by Type (2019-2024) & (USD/Unit)
- Table 63. Global Marker Pens Average Price by Type (2025-2030) & (USD/Unit)
- Table 64. Global Marker Pens Sales Quantity by Application (2019-2024) & (K Units)
- Table 65. Global Marker Pens Sales Quantity by Application (2025-2030) & (K Units)
- Table 66. Global Marker Pens Consumption Value by Application (2019-2024) & (USD Million)
- Table 67. Global Marker Pens Consumption Value by Application (2025-2030) & (USD Million)
- Table 68. Global Marker Pens Average Price by Application (2019-2024) & (USD/Unit)
- Table 69. Global Marker Pens Average Price by Application (2025-2030) & (USD/Unit)
- Table 70. North America Marker Pens Sales Quantity by Type (2019-2024) & (K Units)
- Table 71. North America Marker Pens Sales Quantity by Type (2025-2030) & (K Units)
- Table 72. North America Marker Pens Sales Quantity by Application (2019-2024) & (K Units)
- Table 73. North America Marker Pens Sales Quantity by Application (2025-2030) & (K Units)
- Table 74. North America Marker Pens Sales Quantity by Country (2019-2024) & (K Units)
- Table 75. North America Marker Pens Sales Quantity by Country (2025-2030) & (K Units)
- Table 76. North America Marker Pens Consumption Value by Country (2019-2024) & (USD Million)
- Table 77. North America Marker Pens Consumption Value by Country (2025-2030) & (USD Million)
- Table 78. Europe Marker Pens Sales Quantity by Type (2019-2024) & (K Units)

- Table 79. Europe Marker Pens Sales Quantity by Type (2025-2030) & (K Units)
- Table 80. Europe Marker Pens Sales Quantity by Application (2019-2024) & (K Units)
- Table 81. Europe Marker Pens Sales Quantity by Application (2025-2030) & (K Units)
- Table 82. Europe Marker Pens Sales Quantity by Country (2019-2024) & (K Units)
- Table 83. Europe Marker Pens Sales Quantity by Country (2025-2030) & (K Units)
- Table 84. Europe Marker Pens Consumption Value by Country (2019-2024) & (USD Million)
- Table 85. Europe Marker Pens Consumption Value by Country (2025-2030) & (USD Million)
- Table 86. Asia-Pacific Marker Pens Sales Quantity by Type (2019-2024) & (K Units)
- Table 87. Asia-Pacific Marker Pens Sales Quantity by Type (2025-2030) & (K Units)
- Table 88. Asia-Pacific Marker Pens Sales Quantity by Application (2019-2024) & (K Units)
- Table 89. Asia-Pacific Marker Pens Sales Quantity by Application (2025-2030) & (K Units)
- Table 90. Asia-Pacific Marker Pens Sales Quantity by Region (2019-2024) & (K Units)
- Table 91. Asia-Pacific Marker Pens Sales Quantity by Region (2025-2030) & (K Units)
- Table 92. Asia-Pacific Marker Pens Consumption Value by Region (2019-2024) & (USD Million)
- Table 93. Asia-Pacific Marker Pens Consumption Value by Region (2025-2030) & (USD Million)
- Table 94. South America Marker Pens Sales Quantity by Type (2019-2024) & (K Units)
- Table 95. South America Marker Pens Sales Quantity by Type (2025-2030) & (K Units)
- Table 96. South America Marker Pens Sales Quantity by Application (2019-2024) & (K Units)
- Table 97. South America Marker Pens Sales Quantity by Application (2025-2030) & (K Units)
- Table 98. South America Marker Pens Sales Quantity by Country (2019-2024) & (K Units)
- Table 99. South America Marker Pens Sales Quantity by Country (2025-2030) & (K Units)
- Table 100. South America Marker Pens Consumption Value by Country (2019-2024) & (USD Million)
- Table 101. South America Marker Pens Consumption Value by Country (2025-2030) & (USD Million)
- Table 102. Middle East & Africa Marker Pens Sales Quantity by Type (2019-2024) & (K Units)
- Table 103. Middle East & Africa Marker Pens Sales Quantity by Type (2025-2030) & (K Units)

Table 104. Middle East & Africa Marker Pens Sales Quantity by Application (2019-2024) & (K Units)

Table 105. Middle East & Africa Marker Pens Sales Quantity by Application (2025-2030) & (K Units)

Table 106. Middle East & Africa Marker Pens Sales Quantity by Region (2019-2024) & (K Units)

Table 107. Middle East & Africa Marker Pens Sales Quantity by Region (2025-2030) & (K Units)

Table 108. Middle East & Africa Marker Pens Consumption Value by Region (2019-2024) & (USD Million)

Table 109. Middle East & Africa Marker Pens Consumption Value by Region (2025-2030) & (USD Million)

Table 110. Marker Pens Raw Material

Table 111. Key Manufacturers of Marker Pens Raw Materials

Table 112. Marker Pens Typical Distributors

Table 113. Marker Pens Typical Customers



## List Of Figures

### LIST OF FIGURES

Figure 1. Marker Pens Picture

Figure 2. Global Marker Pens Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Marker Pens Consumption Value Market Share by Type in 2023

Figure 4. Oily (Alcoholic) Marker Examples

Figure 5. Water-based Marker Examples

Figure 6. Global Marker Pens Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 7. Global Marker Pens Consumption Value Market Share by Application in 2023

Figure 8. Design/Office Examples

Figure 9. Logistics Examples

Figure 10. Education Examples

Figure 11. Global Marker Pens Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 12. Global Marker Pens Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 13. Global Marker Pens Sales Quantity (2019-2030) & (K Units)

Figure 14. Global Marker Pens Average Price (2019-2030) & (USD/Unit)

Figure 15. Global Marker Pens Sales Quantity Market Share by Manufacturer in 2023

Figure 16. Global Marker Pens Consumption Value Market Share by Manufacturer in 2023

Figure 17. Producer Shipments of Marker Pens by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 18. Top 3 Marker Pens Manufacturer (Consumption Value) Market Share in 2023

Figure 19. Top 6 Marker Pens Manufacturer (Consumption Value) Market Share in 2023

Figure 20. Global Marker Pens Sales Quantity Market Share by Region (2019-2030)

Figure 21. Global Marker Pens Consumption Value Market Share by Region (2019-2030)

Figure 22. North America Marker Pens Consumption Value (2019-2030) & (USD Million)

Figure 23. Europe Marker Pens Consumption Value (2019-2030) & (USD Million)

Figure 24. Asia-Pacific Marker Pens Consumption Value (2019-2030) & (USD Million)

Figure 25. South America Marker Pens Consumption Value (2019-2030) & (USD Million)

Figure 26. Middle East & Africa Marker Pens Consumption Value (2019-2030) & (USD Million)

Figure 27. Global Marker Pens Sales Quantity Market Share by Type (2019-2030)

- Figure 28. Global Marker Pens Consumption Value Market Share by Type (2019-2030)
- Figure 29. Global Marker Pens Average Price by Type (2019-2030) & (USD/Unit)
- Figure 30. Global Marker Pens Sales Quantity Market Share by Application (2019-2030)
- Figure 31. Global Marker Pens Consumption Value Market Share by Application (2019-2030)
- Figure 32. Global Marker Pens Average Price by Application (2019-2030) & (USD/Unit)
- Figure 33. North America Marker Pens Sales Quantity Market Share by Type (2019-2030)
- Figure 34. North America Marker Pens Sales Quantity Market Share by Application (2019-2030)
- Figure 35. North America Marker Pens Sales Quantity Market Share by Country (2019-2030)
- Figure 36. North America Marker Pens Consumption Value Market Share by Country (2019-2030)
- Figure 37. United States Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 38. Canada Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 39. Mexico Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 40. Europe Marker Pens Sales Quantity Market Share by Type (2019-2030)
- Figure 41. Europe Marker Pens Sales Quantity Market Share by Application (2019-2030)
- Figure 42. Europe Marker Pens Sales Quantity Market Share by Country (2019-2030)
- Figure 43. Europe Marker Pens Consumption Value Market Share by Country (2019-2030)
- Figure 44. Germany Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 45. France Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 46. United Kingdom Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 47. Russia Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 48. Italy Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)
- Figure 49. Asia-Pacific Marker Pens Sales Quantity Market Share by Type (2019-2030)
- Figure 50. Asia-Pacific Marker Pens Sales Quantity Market Share by Application (2019-2030)

Figure 51. Asia-Pacific Marker Pens Sales Quantity Market Share by Region (2019-2030)

Figure 52. Asia-Pacific Marker Pens Consumption Value Market Share by Region (2019-2030)

Figure 53. China Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 54. Japan Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 55. Korea Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 56. India Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Southeast Asia Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Australia Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. South America Marker Pens Sales Quantity Market Share by Type (2019-2030)

Figure 60. South America Marker Pens Sales Quantity Market Share by Application (2019-2030)

Figure 61. South America Marker Pens Sales Quantity Market Share by Country (2019-2030)

Figure 62. South America Marker Pens Consumption Value Market Share by Country (2019-2030)

Figure 63. Brazil Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 64. Argentina Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 65. Middle East & Africa Marker Pens Sales Quantity Market Share by Type (2019-2030)

Figure 66. Middle East & Africa Marker Pens Sales Quantity Market Share by Application (2019-2030)

Figure 67. Middle East & Africa Marker Pens Sales Quantity Market Share by Region (2019-2030)

Figure 68. Middle East & Africa Marker Pens Consumption Value Market Share by Region (2019-2030)

Figure 69. Turkey Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 70. Egypt Marker Pens Consumption Value and Growth Rate (2019-2030) &

(USD Million)

Figure 71. Saudi Arabia Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 72. South Africa Marker Pens Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Marker Pens Market Drivers

Figure 74. Marker Pens Market Restraints

Figure 75. Marker Pens Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of Marker Pens in 2023

Figure 78. Manufacturing Process Analysis of Marker Pens

Figure 79. Marker Pens Industrial Chain

Figure 80. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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