

# Global Non-scented Washable Marker Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Non-scented Washable Marker market size is expected to reach \$ 657 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

In 2025, global production of non-scented washable markers reached approximately 280 million units, based on an average market price of around US\$ 1.5 per unit.

Industry gross profit margins generally ranged from 30% to 45%, reflecting balanced contributions from material formulation, brand positioning, and large-scale manufacturing efficiency. Global production capacity in 2025 was estimated at about 350 million units, indicating sufficient supply capability to support demand from education and consumer markets.

Non-scented washable markers are writing and coloring tools formulated without added fragrances and designed to be easily removed from skin, clothing, and surfaces using water. They emphasize safety, low irritation, and ease of cleaning, making them suitable for children, educational settings, and household use.

The industrial chain includes upstream pigments, water-based inks, solvents, plastics for barrels and caps, and packaging materials. The midstream focuses on ink formulation, filling, assembly, and quality inspection. Downstream applications mainly involve schools, households, childcare institutions, and retail stationery channels.

The non-scented washable marker market is growing steadily as safety awareness and demand for child-friendly stationery products continue to rise. Educational institutions and parents increasingly prefer markers that avoid fragrances and offer easy cleanup to reduce health concerns and maintenance effort. Growth is also supported by expanding preschool education, home learning activities, and creative hobbies. Product differentiation focuses on ink performance, color consistency, tip durability, and compliance with safety standards. Manufacturers are improving water-based ink formulations to enhance brightness while maintaining washability. During 2026-2032,

supported by stable education spending, consumer preference for safe products, and replacement-driven demand, the non-scented washable marker market is expected to maintain stable growth and broad adoption.

This report studies the global Non-scented Washable Marker production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Non-scented Washable Marker and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Non-scented Washable Marker that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Non-scented Washable Marker total production and demand, 2021-2032, (K Units)

Global Non-scented Washable Marker total production value, 2021-2032, (USD Million)

Global Non-scented Washable Marker production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Non-scented Washable Marker consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Non-scented Washable Marker domestic production, consumption, key domestic manufacturers and share

Global Non-scented Washable Marker production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Non-scented Washable Marker production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Non-scented Washable Marker production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Non-scented Washable Marker market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BIC Group, CARIOCA, Crayola LLC, Drimark, Faber-Castell, Liqui-Mark, Luxor, Newell Brands, Sargent Art, STABILO International GmbH, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Non-scented Washable Marker market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by

manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Non-scented Washable Marker Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Non-scented Washable Marker Market, Segmentation by Type:

Water-Based Washable Marker

Low-Odor Solvent-Free Marker

Global Non-scented Washable Marker Market, Segmentation by Tip Design:

Fine Tip Washable Marker

Broad Tip Washable Marker

Global Non-scented Washable Marker Market, Segmentation by Intended User Group:

Children's Washable Marker

Educational & Office Washable Marker

Global Non-scented Washable Marker Market, Segmentation by Application:

Online Sale

Offline Retail

**Companies Profiled:**

BIC Group

CARIOCA

Crayola LLC

Drimark

Faber-Castell

Liqui-Mark

Luxor

Newell Brands

Sargent Art

STABILO International GmbH

**Key Questions Answered:**

1. How big is the global Non-scented Washable Marker market?
2. What is the demand of the global Non-scented Washable Marker market?
3. What is the year over year growth of the global Non-scented Washable Marker market?

4. What is the production and production value of the global Non-scented Washable Marker market?
5. Who are the key producers in the global Non-scented Washable Marker market?
6. What are the growth factors driving the market demand?

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