

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Stationery Market 2018, Forecast to 2023

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## Abstracts

Stationery is a mass noun referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous stationery and other supplies. Stationery includes writing instrument, paper products, office stationery and other stationery.

### Scope of the Report:

This report focuses on the Stationery in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. The Indian stationery industry is highly scattered and is largely dominated by the unorganised sector and the situation is quite alarming for the organised players industry. Factors like lack of modern production facilities, unorganised nature of functioning, marginal demands, government policies and international competition are largely contributing to the slow growth of the organised stationery industry in India. However, the industry is now showing signs of organised growth, as a result of tremendous increase in the demand for the stationery products in India. This demand can be attributed to the entry of a large number of international brands in India. The industry is a mature one, which has entered the post-competition phase into a brand-creating era, whereby competition will turn from pure price competition to multi-faceted brand competition consisting of service, management and shopping environment.

On the basis of type of utility, the Stationery market is segmented into writing instrument, paper, office stationery and other type. The paper segment is expected to account for the largest share of the India market in 2017.

The worldwide market for Stationery is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

KOKUYO Co,Ltd

Shachihata

Pentel

PILOT CORPORATION

uni Mitsubishi

Lexi Pens

Shanghai M&G Stationery

Deli

Shenzhen Comix Group

Beifa Group

Wenzhou Aihao Pen

True Color

Guangbo Group

Snowwhite stationery

ITC

Navneet

G M Pens International

Cello Corporate (BIC)

Ballarpur Industries

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Writing Instrument

Paper Products

Office Stationery

Other

Market Segment by Applications, can be divided into

School

Government and Commercial

Home and Hobby

Other

There are 15 Chapters to deeply display the global Stationery market.

Chapter 1, to describe Stationery Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Stationery, with sales, revenue, and price of Stationery, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Stationery, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Stationery market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Stationery sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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