

Global Marker Pens Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Marker Pens market size was valued at US\$ 1862 million in 2024 and is forecast to a readjusted size of USD 2128 million by 2031 with a CAGR of 2.0% 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.

This report is a detailed and comprehensive analysis for global Marker Pens market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Marker Pens market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Marker Pens market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Marker Pens market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Marker Pens market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Marker Pens
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Marker Pens market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include 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, etc.

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

Market Segmentation

Marker Pens market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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 quantity, revenue, and global market share of Marker Pens from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Marker Pens market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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.

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