

# The World Market for Printed Calendars and Calendar Blocks: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for printed calendars and calendar blocks. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for printed calendars and calendar blocks for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Printed calendars and calendar blocks' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'printed calendars and calendar blocks' is 89284.

## Contents

### **1 METHODOLOGY**

#### 1.1 OUR APPROACH

### **2 THE WORLD MARKET**

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: PRINTED CALENDARS AND CALENDAR BLOCKS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

### **3 EXPORTS**

#### 3.1 AFRICA: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 KENYA

##### 3.1.3 MAURITIUS

##### 3.1.4 MOROCCO

##### 3.1.5 NAMIBIA

##### 3.1.6 SOUTH AFRICA

##### 3.1.7 TOGO

##### 3.1.8 UGANDA

#### 3.2 ASIA: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

##### 3.2.2 BANGLADESH

##### 3.2.3 CHINA

##### 3.2.4 HONG KONG

##### 3.2.5 INDIA

##### 3.2.6 INDONESIA

##### 3.2.7 JAPAN

##### 3.2.8 MALAYSIA

##### 3.2.9 NEPAL

##### 3.2.10 NORTH KOREA

3.2.11 SINGAPORE

3.2.12 SOUTH KOREA

3.2.13 SRI LANKA

3.2.14 TAIWAN

3.2.15 THAILAND

3.2.16 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BOSNIA AND HERZEGOVINA

3.3.6 BULGARIA

3.3.7 CROATIA

3.3.8 DENMARK

3.3.9 ESTONIA

3.3.10 FINLAND

3.3.11 FRANCE

3.3.12 GERMANY

3.3.13 GREECE

3.3.14 HUNGARY

3.3.15 IRELAND

3.3.16 ITALY

3.3.17 LATVIA

3.3.18 LITHUANIA

3.3.19 LUXEMBOURG

3.3.20 MACEDONIA

3.3.21 NORWAY

3.3.22 POLAND

3.3.23 PORTUGAL

3.3.24 ROMANIA

3.3.25 RUSSIA

3.3.26 SLOVAKIA

3.3.27 SLOVENIA

3.3.28 SPAIN

3.3.29 SWEDEN

3.3.30 SWITZERLAND

3.3.31 THE CZECH REPUBLIC

- 3.3.32 THE NETHERLANDS
- 3.3.33 THE UNITED KINGDOM
- 3.3.34 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 EL SALVADOR
- 3.4.7 GUATEMALA
- 3.4.8 MEXICO
- 3.4.9 PANAMA

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 THE UNITED STATES
- 3.5.4 TRINIDAD AND TOBAGO

### 3.6 OCEANIA: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PRINTED CALENDARS AND CALENDAR BLOCKS IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 BAHRAIN
- 3.7.3 ISRAEL
- 3.7.4 JORDAN
- 3.7.5 LEBANON
- 3.7.6 THE UNITED ARAB EMIRATES
- 3.7.7 TURKEY

## **4 IMPORTS**

### 4.1 AFRICA: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY

- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 BURKINA FASO
- 4.1.6 BURUNDI
- 4.1.7 CAMEROON
- 4.1.8 CAPE VERDE
- 4.1.9 COTE D'IVOIRE
- 4.1.10 EGYPT
- 4.1.11 ETHIOPIA
- 4.1.12 MADAGASCAR
- 4.1.13 MALAWI
- 4.1.14 MAURITIUS
- 4.1.15 MOROCCO
- 4.1.16 MOZAMBIQUE
- 4.1.17 NAMIBIA
- 4.1.18 NIGERIA
- 4.1.19 RWANDA
- 4.1.20 SENEGAL
- 4.1.21 SIERRA LEONE
- 4.1.22 SOUTH AFRICA
- 4.1.23 TANZANIA
- 4.1.24 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.25 UGANDA
- 4.1.26 ZAMBIA
- 4.1.27 ZIMBABWE
- 4.2 ASIA: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024
  - 4.2.1 EXECUTIVE SUMMARY
  - 4.2.2 BRUNEI
  - 4.2.3 CHINA
  - 4.2.4 HONG KONG
  - 4.2.5 INDIA
  - 4.2.6 INDONESIA
  - 4.2.7 JAPAN
  - 4.2.8 MACAU
  - 4.2.9 MALAYSIA
  - 4.2.10 MONGOLIA
  - 4.2.11 SINGAPORE
  - 4.2.12 SOUTH KOREA

4.2.13 SRI LANKA

4.2.14 TAIWAN

4.2.15 THAILAND

4.2.16 THE MALDIVES

4.2.17 THE PHILIPPINES

#### 4.3 EUROPE: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

4.3.18 HUNGARY

4.3.19 IRELAND

4.3.20 ITALY

4.3.21 KAZAKHSTAN

4.3.22 LATVIA

4.3.23 LITHUANIA

4.3.24 LUXEMBOURG

4.3.25 NORWAY

4.3.26 POLAND

4.3.27 PORTUGAL

4.3.28 ROMANIA

4.3.29 RUSSIA

4.3.30 SLOVAKIA

4.3.31 SLOVENIA

4.3.32 SPAIN

4.3.33 SWEDEN

- 4.3.34 SWITZERLAND
- 4.3.35 THE CZECH REPUBLIC
- 4.3.36 THE NETHERLANDS
- 4.3.37 THE UNITED KINGDOM
- 4.3.38 UKRAINE

#### 4.4 LATIN AMERICA: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BRAZIL
- 4.4.4 CHILE
- 4.4.5 COLOMBIA
- 4.4.6 ECUADOR
- 4.4.7 EL SALVADOR
- 4.4.8 GUATEMALA
- 4.4.9 GUYANA
- 4.4.10 HONDURAS
- 4.4.11 MEXICO
- 4.4.12 NICARAGUA
- 4.4.13 PANAMA
- 4.4.14 PERU
- 4.4.15 SURINAME

#### 4.5 NORTH AMERICA & THE CARIBBEAN: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ARUBA
- 4.5.3 BERMUDA
- 4.5.4 CANADA
- 4.5.5 GREENLAND
- 4.5.6 JAMAICA
- 4.5.7 THE BAHAMAS
- 4.5.8 THE DOMINICAN REPUBLIC
- 4.5.9 THE UNITED STATES

#### 4.6 OCEANIA: PRINTED CALENDARS AND CALENDAR BLOCKS IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FRENCH POLYNESIA
- 4.6.4 NEW CALEDONIA
- 4.6.5 NEW ZEALAND

4.6.6 THE SOLOMON ISLANDS

4.7 THE MIDDLE EAST: PRINTED CALENDARS AND CALENDAR BLOCKS  
IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 AZERBAIJAN

4.7.3 BAHRAIN

4.7.4 ISRAEL

4.7.5 JORDAN

4.7.6 KUWAIT

4.7.7 OMAN

4.7.8 PAKISTAN

4.7.9 QATAR

4.7.10 TURKEY

4.7.11 YEMEN

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