

# **The World Market for Propelling or Sliding Pencils, Ball Point Pens, Felt-tipped or Porous-tipped Pens and Markers, Fountain Pens, Stylographs, and Other Pens: A 2021 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 propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens. 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens for those countries serving the world market via exports or supplying from various countries via imports. I do so for the current year based on a variety of key historical indicators and econometric models.

On the demand side, exporters and strategic planners approaching the world market face a number of questions. Which countries are supplying propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens? What is the dollar value of these imports? How much do the imports of propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens vary from one country to another? Do exporters serving the world market have similar market shares across the importing countries? Which countries supply the most exports of propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens? Which countries are buying their exports? What is the value of these exports and which countries are the largest buyers?

In what follows, Chapter 2 begins by summarizing the regional markets for imported and exported propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens. The total level of imports and exports on a worldwide basis, and those for each region, is based on a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the shares that countries are likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information for strategic planning purposes.

After the worldwide summary in Chapter 2 of both imports and exports, Chapter 3 details the exports of propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens, for each individual country. Chapter 4 does the same, but for imports of propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens for all countries in the world. In all cases, the total dollar volume and percentage share values by major trading partner are provided. Combined, Chapters 3 and 4 present the complete picture for imports and exports of propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens to and from all major countries in the world. Of the 150 countries considered, if a country is not reported here, it is therefore estimated to have only a negligible level of trade in propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens (i.e. their market shares are close or equal to zero percent). 'Propelling or Sliding Pencils, Ball Point Pens, Felt-tipped or Porous-tipped Pens and Markers, Fountain Pens, Stylographs, and Other Pens' 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 'propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens' is 89521.

**Important Caveat:** The figures should be seen as market estimates, as opposed to

historical records, as these are forecasted for the current year of trade. More importantly, in light of the fact that unforeseeable factors might interrupt markets in achieving their reported levels, the figures should be seen as estimates of potential. For example, 'mad cow' disease, foot-and-mouth disease, trade embargoes, labor disputes, military conflicts, acts of terrorism, and other events will certainly affect the actual trade flows recorded for a variety of industry or product categories. In such cases, the difference between the numbers given in this report and the numbers actually observed might be interpreted as the 'net loss' or 'net gain' due to these exogenous events affecting regular trade flows that would have occurred had these events not have taken place.

**Related Reports:** This report was created for the market for propelling or sliding pencils, ball point pens, felt-tipped or porous-tipped pens and markers, fountain pens, stylographs, and other pens. Closely related reports published by ICON Group include the following:

The World Market for Base Metal Desk-Top Filing or Card-Index Cabinets, Paper Trays or Rests, Stamp Stands, and Similar Office or Desk Equipment Excluding Furniture: A 2021 Global Trade Perspective

The World Market for Base Metal Staples in Strips and Fittings for Loose-Leaf Binders and Files, Letter Clips and Corners, and Paper Clips: A 2021 Global Trade Perspective

The World Market for Hand-Operated Date, Sealing, or Numbering Stamps; Devices for Printing or Embossing Labels; and Hand Printing Sets: A 2021 Global Trade Perspective

The World Market for Inked or Prepared Typewriter or Similar Ribbons and Ink Pads: A 2021 Global Trade Perspective

The World Market for Office and Stationery Supplies Made of Base Metal: A 2021 Global Trade Perspective

The World Market for Pen Nibs and Nib Points: A 2021 Global Trade Perspective

The World Market for Pens, Pencils, and Fountain Pens: A 2021 Global Trade Perspective

The World Market for Slates and Boards with Writing or Drawing Surfaces: A  
2021 Global Trade Perspective

The World Market for Writing, Drawing, and Other Inks Excluding Printing Ink: A  
2021 Global Trade Perspective

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS EXPORT SUPPLIES IN 2021

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 BOTSWANA

#### 3.1.3 EGYPT

#### 3.1.4 GHANA

#### 3.1.5 KENYA

#### 3.1.6 MAURITIUS

#### 3.1.7 MOROCCO

#### 3.1.8 NIGERIA

#### 3.1.9 SIERRA LEONE

#### 3.1.10 SOUTH AFRICA

#### 3.1.11 SWAZILAND

#### 3.1.12 TOGO

#### 3.1.13 TUNISIA

#### 3.1.14 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

### 3.2.1 EXECUTIVE SUMMARY

### 3.2.2 CAMBODIA

### 3.2.3 CHINA

### 3.2.4 HONG KONG

### 3.2.5 INDIA

### 3.2.6 INDONESIA

### 3.2.7 JAPAN

### 3.2.8 MACAU

### 3.2.9 MALAYSIA

### 3.2.10 NEPAL

### 3.2.11 NORTH KOREA

### 3.2.12 SINGAPORE

### 3.2.13 SOUTH KOREA

### 3.2.14 SRI LANKA

### 3.2.15 TAIWAN

### 3.2.16 THAILAND

### 3.2.17 VIETNAM

## 3.3 EUROPE: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

### 3.3.1 EXECUTIVE SUMMARY

### 3.3.2 ANDORRA

### 3.3.3 AUSTRIA

### 3.3.4 BELARUS

### 3.3.5 BELGIUM

### 3.3.6 BOSNIA AND HERZEGOVINA

### 3.3.7 BULGARIA

### 3.3.8 CROATIA

### 3.3.9 CYPRUS

### 3.3.10 CZECH REPUBLIC

### 3.3.11 DENMARK

### 3.3.12 ESTONIA

### 3.3.13 FINLAND

### 3.3.14 FRANCE

### 3.3.15 GERMANY

### 3.3.16 GREECE

### 3.3.17 HUNGARY

### 3.3.18 IRELAND

### 3.3.19 ITALY

3.3.20 LATVIA

3.3.21 LITHUANIA

3.3.22 LUXEMBOURG

3.3.23 NORWAY

3.3.24 POLAND

3.3.25 PORTUGAL

3.3.26 ROMANIA

3.3.27 RUSSIA

3.3.28 SLOVAKIA

3.3.29 SLOVENIA

3.3.30 SPAIN

3.3.31 SWEDEN

3.3.32 SWITZERLAND

3.3.33 THE NETHERLANDS

3.3.34 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BRAZIL

3.4.4 CHILE

3.4.5 COLOMBIA

3.4.6 COSTA RICA

3.4.7 ECUADOR

3.4.8 EL SALVADOR

3.4.9 GUATEMALA

3.4.10 MEXICO

3.4.11 PANAMA

3.4.12 PERU

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS,

## FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

### 3.6.1 EXECUTIVE SUMMARY

### 3.6.2 AUSTRALIA

### 3.6.3 NEW ZEALAND

## 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IN 2021

### 3.7.1 EXECUTIVE SUMMARY

### 3.7.2 AZERBAIJAN

### 3.7.3 IRAN

### 3.7.4 ISRAEL

### 3.7.5 PAKISTAN

### 3.7.6 QATAR

### 3.7.7 SAUDI ARABIA

### 3.7.8 THE UNITED ARAB EMIRATES

### 3.7.9 TURKEY

## 4 IMPORTS

## 4.1 AFRICA: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

### 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 CONGO (FORMERLY ZAIRE)

### 4.1.10 COTE D'IVOIRE

### 4.1.11 EGYPT

### 4.1.12 ETHIOPIA

### 4.1.13 GUINEA

### 4.1.14 MADAGASCAR

### 4.1.15 MALAWI

### 4.1.16 MAURITANIA

### 4.1.17 MAURITIUS

- 4.1.18 MOROCCO
- 4.1.19 MOZAMBIQUE
- 4.1.20 NAMIBIA
- 4.1.21 NIGER
- 4.1.22 NIGERIA
- 4.1.23 RWANDA
- 4.1.24 SAO TOME E PRINCIPE
- 4.1.25 SENEGAL
- 4.1.26 SIERRA LEONE
- 4.1.27 SOUTH AFRICA
- 4.1.28 TANZANIA
- 4.1.29 UGANDA
- 4.1.30 ZAMBIA
- 4.1.31 ZIMBABWE

#### 4.2 ASIA: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

- 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 MALDIVES
- 4.2.11 MONGOLIA
- 4.2.12 NEPAL
- 4.2.13 PHILIPPINES
- 4.2.14 SINGAPORE
- 4.2.15 SOUTH KOREA
- 4.2.16 SRI LANKA
- 4.2.17 TAIWAN
- 4.2.18 THAILAND
- 4.2.19 VIETNAM

#### 4.3 EUROPE: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

#### 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 CZECH REPUBLIC

4.3.12 DENMARK

4.3.13 ESTONIA

4.3.14 FINLAND

4.3.15 FRANCE

4.3.16 GEORGIA

4.3.17 GERMANY

4.3.18 GREECE

4.3.19 HUNGARY

4.3.20 ICELAND

4.3.21 IRELAND

4.3.22 ITALY

4.3.23 KAZAKHSTAN

4.3.24 LATVIA

4.3.25 LITHUANIA

4.3.26 LUXEMBOURG

4.3.27 MACEDONIA

4.3.28 MALTA

4.3.29 MOLDOVA

4.3.30 NORWAY

4.3.31 POLAND

4.3.32 PORTUGAL

4.3.33 ROMANIA

4.3.34 RUSSIA

4.3.35 SLOVAKIA

4.3.36 SLOVENIA

4.3.37 SPAIN

4.3.38 SWEDEN

4.3.39 SWITZERLAND

4.3.40 THE NETHERLANDS

4.3.41 THE UNITED KINGDOM

4.3.42 UKRAINE

4.4 LATIN AMERICA: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BELIZE

4.4.4 BOLIVIA

4.4.5 BRAZIL

4.4.6 CHILE

4.4.7 COLOMBIA

4.4.8 ECUADOR

4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 GUYANA

4.4.12 HONDURAS

4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 DOMINICAN REPUBLIC

4.5.8 GREENLAND

4.5.9 JAMAICA

4.5.10 ST. LUCIA

4.5.11 THE BAHAMAS

#### 4.5.12 THE UNITED STATES

### 4.6 OCEANIA: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

#### 4.6.1 EXECUTIVE SUMMARY

#### 4.6.2 AUSTRALIA

#### 4.6.3 FIJI

#### 4.6.4 FRENCH POLYNESIA

#### 4.6.5 NEW CALEDONIA

#### 4.6.6 NEW ZEALAND

#### 4.6.7 TONGA

### 4.7 THE MIDDLE EAST: PROPELLING OR SLIDING PENCILS, BALL POINT PENS, FELT-TIPPED OR POROUS-TIPPED PENS AND MARKERS, FOUNTAIN PENS, STYLOGRAPHS, AND OTHER PENS IMPORTS IN 2021

#### 4.7.1 EXECUTIVE SUMMARY

#### 4.7.2 ARMENIA

#### 4.7.3 AZERBAIJAN

#### 4.7.4 BAHRAIN

#### 4.7.5 ISRAEL

#### 4.7.6 JORDAN

#### 4.7.7 KUWAIT

#### 4.7.8 LEBANON

#### 4.7.9 OMAN

#### 4.7.10 PAKISTAN

#### 4.7.11 QATAR

#### 4.7.12 TURKEY

#### 4.7.13 YEMEN

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