

The World Market for Typewriters and Word-Processing Machines: 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 typewriters and word-processing machines. 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact.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 typewriters and word-processing machines 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.

'Typewriters and word-processing machines' 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 'typewriters and word-processing machines' is 7511.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: TYPEWRITERS AND WORD-PROCESSING MACHINES EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 KENYA

3.1.3 SOUTH AFRICA

3.2 ASIA: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MALAYSIA

3.2.8 SINGAPORE

3.2.9 SOUTH KOREA

3.2.10 TAIWAN

3.2.11 THE PHILIPPINES

3.3 EUROPE: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 BELGIUM

3.3.3 DENMARK

3.3.4 FINLAND

3.3.5 FRANCE

3.3.6 GERMANY

3.3.7 IRELAND

3.3.8 ITALY

3.3.9 LUXEMBOURG

3.3.10 POLAND

3.3.11 RUSSIA

3.3.12 SLOVAKIA

3.3.13 SPAIN

3.3.14 SWEDEN

3.3.15 THE NETHERLANDS

3.3.16 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 COSTA RICA

3.4.3 MEXICO

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF TYPEWRITERS AND WORD-PROCESSING MACHINES IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 THE UNITED ARAB EMIRATES

4 IMPORTS

4.1 AFRICA: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 ETHIOPIA

4.1.5 MOZAMBIQUE

4.1.6 NAMIBIA

4.1.7 NIGERIA

4.1.8 RWANDA

4.1.9 SOUTH AFRICA

4.1.10 TANZANIA

4.1.11 ZAMBIA

4.2 ASIA: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 CHINA

4.2.3 HONG KONG

4.2.4 INDIA

4.2.5 INDONESIA

4.2.6 JAPAN

4.2.7 MALAYSIA

4.2.8 SINGAPORE

4.2.9 SOUTH KOREA

4.2.10 TAIWAN

4.2.11 THAILAND

4.2.12 THE PHILIPPINES

4.2.13 VIETNAM

4.3 EUROPE: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 AUSTRIA

4.3.3 BELGIUM

4.3.4 BULGARIA

4.3.5 FINLAND

4.3.6 FRANCE

4.3.7 GERMANY

4.3.8 GREECE

4.3.9 IRELAND

4.3.10 ITALY

4.3.11 KAZAKHSTAN

4.3.12 NORWAY

4.3.13 POLAND

4.3.14 ROMANIA

4.3.15 RUSSIA

4.3.16 SLOVAKIA

4.3.17 SPAIN

4.3.18 SWEDEN

4.3.19 SWITZERLAND

4.3.20 THE NETHERLANDS

4.3.21 THE UNITED KINGDOM

4.4 LATIN AMERICA: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BRAZIL

4.4.4 CHILE

4.4.5 EL SALVADOR

4.4.6 GUATEMALA

4.4.7 MEXICO

4.4.8 PANAMA

4.5 NORTH AMERICA & THE CARIBBEAN: TYPEWRITERS AND WORD- PROCESSING MACHINES IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 CANADA

4.5.3 JAMAICA

4.5.4 THE BAHAMAS

4.5.5 THE DOMINICAN REPUBLIC

4.5.6 THE UNITED STATES

4.6 OCEANIA: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 PALAU

4.7 THE MIDDLE EAST: TYPEWRITERS AND WORD-PROCESSING MACHINES IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ISRAEL

4.7.3 KUWAIT

4.7.4 OMAN

4.7.5 TURKEY

4.7.6 YEMEN

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