

# School Stationery Supplies Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global school stationery supplies market size reached US\$ 92.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 114.9 Billion by 2028, exhibiting a growth rate (CAGR) of 3.6% during 2023-2028.

School stationery is an essential tool for students of all age groups and is an integral part of the education system. School supplies include papers, pens, pencils, erasers, sharpeners, sketch pens, pencil cases, notebooks, etc. A high degree of personalization in designing and printing has bridged the gap between the manufacturers and the consumers, thus providing them with supplies that fit the exact requirements of the consumers. School stationery is available in a wide variety of materials, such as paper, wood, metal, and plastic. Other materials such as cardboard and marble and design papers are also extensively used in the manufacturing of school stationery supplies.

Factors such as increasing brand consciousness of the consumers and availability of a wide variety of customizing options are among the key drivers for the growth of the global school stationery supplies market. Strong marketing and brand building campaigns such as licensed collaborations with various children television channels that enable the manufacturers to print popular cartoon characters on the stationery products are also expected to catalyze the growth of the market. Additionally, the key players are increasingly emphasizing on developing innovative products to gain a competitive advantage in the market. For instance, manufacturers are introducing sustainable and eco-friendly variants of oil paints, crayons, sketch pens, watercolors, and paint-brushes. Some of the other factors that are expected to drive the market include increasing

global literacy rates, rising educational spending capacity, aggressive promotional activities, design innovations, etc.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global school stationery supplies market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, distribution channel and end-user.

#### Breakup by Product:

- Paper Products
- Writing Instruments
- Computer and Printer Supplies
- Others

#### Breakup by End-User:

- K-12
- Higher Education

#### Breakup by Distribution Channel:

- Stationary and Book Shops
- Supermarkets and Hypermarkets
- Online
- Others

#### Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Pilot Pen Corporation of America, Kokuyo Camlin Ltd., Newell Brands, Inc., BIC Group, ACCO Brands, ADVEO FRANCE SAS, Ardent Business Group Ltd, El Corte Ingls S.A., Herlitz (Pelikan Vertriebsgesellschaft mbH & Co. KG[AB1]), KAUT-BULLINGER & CO GmbH & Co.KG, Lyreco SAS, METRO Cash and Carry India Private Limited, Ryman Ltd, and WH Smith High Street Limited, etc.

IMARC Group's latest report provides a deep insight into the global school stationery supplies market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global school stationery supplies market in any manner.

#### Key Questions Answered in This Report:

What was the size of the global school stationery supplies market in 2022?

What is the expected growth rate of the global school stationery supplies market during 2023-2028?

What are the key factors driving the global school stationery supplies market?

What has been the impact of COVID-19 on the global school stationery supplies market?

What is the breakup of the global school stationery supplies market based on the product?

What is the breakup of the global school stationery supplies market based on the end user?

What is the breakup of the global school stationery supplies market based on the distribution channel?

What are the key regions in the global school stationery supplies market?

Who are the key players/companies in the global school stationery supplies market?

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