+44 20 8123 2220
info@marketpublishers.com

School Stationery Supplies Market Report by Product (Paper Products, Writing Instruments, Computer and Printer Supplies, and Others), End User (K-12, Higher Education), Distribution Channel (Stationery and Book Shops, Supermarkets and Hypermarkets, Online, and Others), and Region 2024-2032

https://marketpublishers.com/r/S2A6F076B7E6EN.html
Date: March 2024
Pages: 147
Price: US$ 3,899.00 (Single User License)
ID: S2A6F076B7E6EN

Abstracts

The global school stationery supplies market size reached US$ 95.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 127.5 Billion by 2032, exhibiting a growth rate (CAGR) of 3.1% during 2024-2032. The rising demand for school supplies due to rapid urbanization, the increasing global population, various technological advancements, and the expanding e-commerce sector are some of the major factors propelling the market.

School stationery supplies refer to several essential materials and tools used by students and educators in educational institutions. These supplies typically include items such as notebooks, pens, pencils, erasers, rulers, calculators, glue, scissors, folders, highlighters, and backpacks. They are essential in facilitating the learning process, organization, and note-taking. They are essential for students to complete assignments, take notes, create projects, and carry out various academic tasks. Additionally, the availability and quality of school stationery supplies can significantly impact students' productivity, creativity, and educational experience globally.

The market is primarily driven by increasing investments in educational infrastructure. In addition, the growing number of recognized academic institutions, such as schools is fueling the demand for durable and high-quality stationery supplies. Moreover, the market is experiencing a positive trend of product personalization. Many market players

+44 20 8123 2220
info@marketpublishers.com

are introducing customizable designs for notebooks, book covers, labels, and pencil cases, which are gaining popularity among students. Furthermore, collaborations with popular cartoon channels to launch character merchandise that appeals to the younger demographic are contributing to market growth. Apart from this, the introduction of sustainable stationery supplies, the convenience of purchasing products through e-commerce portals, increased consumer spending power, and advancements in printing technology are propelling the market growth.

School Stationery Supplies Market Trends/Drivers:
The rising demand for school supplies due to rapid urbanization and the increasing global population

The rising demand for school supplies due to rapid urbanization, the increasing global population, and rising disposable income with the increasing number of students attending schools is contributing to the market growth. Additionally, the increasing admission rates of students enrolling in educational institutions are accelerating the demand for school stationery supplies. This includes essential items such as notebooks, pencils, pens, erasers, rulers, and more. Additionally, urbanization often brings improved access to education, resulting in higher enrolment rates and increased demand for school supplies in urban areas. Moreover, the growing literacy rates are escalating the demand for school stationery supplies. Also, as literacy rates rise, the emphasis on education also increases, prompting families and educational institutions to invest in quality stationery products to support learning and academic success propelling the market growth.

Various technological advancements

Technological advancements in school stationery supplies with the integration of technology into education, are escalating the demand for digital tools, such as tablets, laptops, and interactive learning devices. These devices requiring compatible accessories such as digital styluses, screen protectors, and charging cables is contributing to the expanding market. Additionally, numerous advancements in manufacturing technologies have improved the quality and design of traditional stationery items, leading to increased demand from students seeking innovative and visually appealing products. Moreover, technological advancements in manufacturing processes led to the production of high-quality and innovative stationery products. For instance, pens with ergonomic designs for comfortable writing, markers with advanced ink technology for improved performance, and notebooks with specialized paper for compatibility with digital pens are accelerating the market growth.

+44 20 8123 2220
info@marketpublishers.com

Expanding e-commerce sector

The rapid growth of the e-commerce sector has revolutionized the way consumers purchase school stationery supplies. Additionally, the easy accessibility to online platforms offering convenience, numerous products, and competitive prices are contributing to the market growth. Moreover, the ability to compare prices and read reviews online provide consumers to make informed purchasing decisions representing another major growth-inducing factor. Furthermore, the e-commerce sector allows access to stationery products from various suppliers, including international brands, which expands the market reach and provides consumers with more choices. Apart from this, the increasing popularity of online shopping, coupled with advancements in logistics and delivery services is driving the growth of the school stationery supplies market.

School Stationery Supplies Industry Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global School stationery supplies market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on product, end user, and distribution channel.

Breakup by Product:

Paper Products
Writing Instruments
Computer and Printer Supplies
Others

Paper products dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes paper products, writing instruments, computer and printer supplies, and others. According to the report, paper products represented the largest segment.

The paper product segment is often the largest in the school stationery supplies market due to the rising demand for paper products, as they are essential and fundamental for education contributing to the market growth. Additionally, the escalating demand for notebooks, notepads, and paper pads is widely employed by students for taking notes,

+44 20 8123 2220
info@marketpublishers.com

writing assignments, and completing tasks influencing market growth. Moreover, the widespread adoption of paper products is due to their cost-effectiveness and versatility in terms of their formats, sizes, and designs that can cater to various educational needs, such as ruled notebooks for writing practice, graph paper for mathematical calculations, and plain sheets for creative work, represents another major growth-inducing factor. Along with this, paper products are generally more affordable and accessible for students and educational institutions, accelerating market growth.

Breakup by End User:

K-12
Higher Education

K-12 holds the largest share in the market

A detailed breakup and analysis of the market based on the end-user has also been provided in the report. This includes K-12, and higher education. According to the report, K-12 accounted for the largest market share.

The K-12 segment tends to be the largest market for school stationery supplies due to the K-12 education sector encompassing a significant number of students across various age groups, making it a substantial market in terms of volume. Additionally, K-12 students require several stationery items, including notebooks, pencils, pens, erasers, rulers, and art supplies, among others which is contributing to the market growth. The extensive list of stationery needs for each student multiplies the demand in the K-12 segment. Moreover, the nature of the K-12 education system typically involving a structured curriculum and a standardized approach to teaching, contributes to the consistent demand for stationery supplies. Also, students in primary and secondary schools rely heavily on writing instruments and other stationery items to complete their assignments, take notes, and participate in classroom activities which represents another major growth-inducing factor.

Breakup by Distribution Channel:

Stationery and Book Shops
Supermarkets and Hypermarkets
Online
Others

+44 20 8123 2220
info@marketpublishers.com

Stationery and book shops dominate the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes stationery and book shops, supermarkets and hypermarkets, online, and others. According to the report, stationery and bookshops accounted for the largest market share.

Stationery and book shops are established as traditional outlets for purchasing school-related supplies. These shops have a long-standing presence in local communities, making them easily accessible to students, parents, and teachers. They are familiar, with convenient locations, and a reputation for carrying numerous stationery items which is a go-to-choice for school-related shopping. Additionally, they often have a dedicated section specifically catering to school supplies. They stock a comprehensive selection of products such as notebooks, pens, pencils, erasers, rulers, art materials, and other stationery essentials that students require for their academic pursuits. This extensive range of products makes stationery and book shops a one-stop destination for all school-related stationery needs. Furthermore, stationery and book shops frequently collaborate with educational institutions, including schools, colleges, and universities. They establish partnerships and supply contracts with these institutions, ensuring a steady demand for their products which is augmenting the market growth.

Breakup by Region:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America was the largest market for school stationery supplies.

North America representing the largest segment can be attributed to several factors such as the growing population, and a well-established education system, with a significant number of students attending schools and colleges escalating the demand

for school stationery supplies such as pens, pencils, notebooks, and other related items. Moreover, North America has a higher disposable income compared to many other regions, enabling consumers to spend more on quality stationery products, and the willingness to invest in higher-priced or premium stationery items is influencing the growth of the market. Furthermore, North America has a highly competitive retail landscape, with various large-scale retail chains and online platforms offering numerous school stationery supplies propelling the market growth. This easy accessibility and availability of products with aggressive marketing strategies contribute to the market's expansion. Apart from this, the North American market benefits from continuous product innovation and a focus on quality and functionality in school stationery supplies which is creating the largest segment in the school stationery supplies market.

Competitive Landscape:
At present, key players in the school stationery supplies market are employing various strategies to strengthen their position and remain competitive. They are focusing on product innovation to offer unique and differentiated stationery products. They are also investing in research and development (R&D) activities to introduce new designs, materials, and features that cater to the evolving needs and preferences of students. Moreover, leading players are implementing effective marketing strategies, investing in advertising, promotions, and social media campaigns to increase brand awareness and reach their target audience which represents another major growth-inducing factor. Furthermore, they are providing excellent customer service and support to build strong relationships with educational institutions, students, and parents including providing assistance in selecting the right stationery products, offering product warranties, and addressing customer queries and concerns promptly, creating a positive market outlook.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Pilot Pen Corporation of America
Kokuyo Camlin Ltd.
Newell Brands, Inc.
BIC Group
ACCO Brands
ADVEO FRANCE SAS
Ardent Business Group Ltd
El Corte Ingl?s S.A.
Herlitz (Pelikan Vertriebsgesellschaft mbH & Co. KG[AB1])

+44 20 8123 2220
info@marketpublishers.com

KAUT-BULLINGER & CO GmbH & Co.KG
Lyreco SAS
METRO Cash and Carry India Private Limited
Ryman Ltd
WH Smith High Street Limited

Recent Developments:
Kokuyo Camlin launched its state-of-the-art stationery products, including eco-friendly mechanical pencil and Ikon geometry box incorporated with 50% recycled plastic. They have also introduced Camlin klick eco 0.7 mm with smooth writing, a comfortable grip and comes along with a tube of 5 leads. They also have a message printed on the pack “Save Trees, Save Earth” to instil in children the importance to save the environment.
BIC Group announced the acquisition of Nigerian-based stationery brand known as Lucky Stationery Nigeria Ltd. This is the fourth facility of BIC Group in Africa, complementing its writing instrument manufacturing footprint in the fast-growing West African region.
Pilot Pen Corporation introduced erasable ink pens, such as the Pilot FriXion series, which allows users to erase mistakes without leaving residue. These pens use a special thermo-sensitive ink that can be erased by friction generated by the rubber eraser tip on the pen.

Key Questions Answered in This Report

1. What was the size of the global school stationery supplies market in 2023?
2. What is the expected growth rate of the global school stationery supplies market during 2024-2032?
3. What are the key factors driving the global school stationery supplies market?
4. What has been the impact of COVID-19 on the global school stationery supplies market?
5. What is the breakup of the global school stationery supplies market based on the product?
6. What is the breakup of the global school stationery supplies market based on the end user?
7. What is the breakup of the global school stationery supplies market based on the distribution channel?
8. What are the key regions in the global school stationery supplies market?
9. Who are the key players/companies in the global school stationery supplies market?

+44 20 8123 2220
info@marketpublishers.com

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview
4.2 Key Industry Trends

5 GLOBAL SCHOOL STATIONERY SUPPLIES MARKET

5.1 Market Overview
5.2 Market Performance
5.3 Impact of COVID-19
5.4 Market Breakup by Product
5.5 Market Breakup by Distribution Channel
5.6 Market Breakup by End-User
5.7 Market Breakup by Region
5.8 Market Forecast

6 MARKET BREAKUP BY PRODUCT

6.1 Paper Products
  6.1.1 Market Trends
  6.1.2 Market Forecast

+44 20 8123 2220
info@marketpublishers.com

6.2 Writing Instruments
6.2.1 Market Trends
6.2.2 Market Forecast
6.3 Computer and Printer Supplies
6.3.1 Market Trends
6.3.2 Market Forecast
6.4 Others
6.4.1 Market Trends
6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 Stationery and Book Shops
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Supermarkets and Hypermarkets
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Online
7.3.1 Market Trends
7.3.2 Market Forecast
7.4 Others
7.4.1 Market Trends
7.4.2 Market Forecast

8 MARKET BREAKUP BY END-USER

8.1 K-12
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Higher Education
8.2.1 Market Trends
8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 Europe
9.1.1 Market Trends
9.1.2 Market Forecast

+44 20 8123 2220
info@marketpublishers.com

9.2 North America
9.2.1 Market Trends
9.2.2 Market Forecast
9.3 Asia Pacific
9.3.1 Market Trends
9.3.2 Market Forecast
9.4 Middle East and Africa
9.4.1 Market Trends
9.4.2 Market Forecast
9.5 Latin America
9.5.1 Market Trends
9.5.2 Market Forecast

10 SWOT ANALYSIS

10.1 Overview
10.2 Strengths
10.3 Weaknesses
10.4 Opportunities
10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview
12.2 Bargaining Power of Buyers
12.3 Bargaining Power of Suppliers
12.4 Degree of Competition
12.5 Threat of New Entrants
12.6 Threat of Substitutes

13 PRICE ANALYSIS

13.1 Price Indicators
13.2 Price Structure
13.3 Margin Analysis

14 COMPETITIVE LANDSCAPE

+44 20 8123 2220
info@marketpublishers.com

14.1 Market Structure
14.2 Key Players
14.3 Profiles of Key Players
14.3.1 Pilot Pen Corporation of America
14.3.2 Kokuyo Camlin Ltd.
14.3.3 Newell Brands, Inc.
14.3.4 BIC Group
14.3.5 ACCO Brands
14.3.6 ADVEO FRANCE SAS
14.3.7 Ardent Business Group Ltd
14.3.8 El Corte Ingl?s S.A.
14.3.9 Herlitz (Pelikan Vertriebsgesellschaft mbH & Co. KG[AB1])
14.3.10 KAUT-BULLINGER & CO GmbH & Co.KG
14.3.11 Lyreco SAS
14.3.12 METRO Cash and Carry India Private Limited
14.3.13 Ryman Ltd
14.3.14 WH Smith High Street Limited

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Global: School Stationery Supplies Market: Key Industry Highlights, 2023 and 2032
Table 2: Global: School Stationery Supplies Market Forecast: Breakup by Product (in Million US$), 2024-2032
Table 3: Global: School Stationery Supplies Market Forecast: Breakup by Distribution Channel (in Million US$), 2024-2032
Table 4: Global: School Stationery Supplies Market Forecast: Breakup by End-User (in Million US$), 2024-2032
Table 5: Global: School Stationery Supplies Market Forecast: Breakup by Region (in Million US$), 2024-2032
Table 6: Global: School Stationery Supplies Market Structure
Table 7: Global: School Stationery Supplies Market: Key Players

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Global: School Stationery Supplies Market: Major Drivers and Challenges
Figure 2: Global: School Stationery Supplies Market: Sales Value (in Billion US$), 2018-2023
Figure 3: Global: School Stationery Supplies Market: Breakup by Product (in %), 2023
Figure 4: Global: School Stationery Supplies Market: Breakup by Distribution Channel (in %), 2023
Figure 5: Global: School Stationery Supplies Market: Breakup by End-User (in %), 2023
Figure 6: Global: School Stationery Supplies Market: Breakup by Region (in %), 2023
Figure 7: Global: School Stationery Supplies Market Forecast: Sales Value (in Billion US$), 2024-2032
Figure 8: Global: School Stationery Supplies Industry: SWOT Analysis
Figure 9: Global: School Stationery Supplies Industry: Value Chain Analysis
Figure 10: Global: School Stationery Supplies Industry: Porter’s Five Forces Analysis
Figure 11: Global: School Stationery Supplies (Paper Products) Market: Sales Value (in Million US$), 2018 & 2023
Figure 12: Global: School Stationery Supplies (Paper Products) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 13: Global: School Stationery Supplies (Writing Instruments) Market: Sales Value (in Million US$), 2018 & 2023
Figure 14: Global: School Stationery Supplies (Writing Instruments) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 15: Global: School Stationery Supplies (Computer and Printer Supplies) Market: Sales Value (in Million US$), 2018 & 2023
Figure 16: Global: School Stationery Supplies (Computer and Printer Supplies) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 17: Global: School Stationery Supplies (Other Products) Market: Sales Value (in Million US$), 2018 & 2023
Figure 18: Global: School Stationery Supplies (Other Products) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 19: Global: School Stationery Supplies Market: Sales through Stationery and Book Shops (in Million US$), 2018 & 2023
Figure 20: Global: School Stationery Supplies Market Forecast: Sales through Stationery and Book Shops (in Million US$), 2024-2032
Figure 21: Global: School Stationery Supplies Market: Sales through Supermarkets and Hypermarkets (in Million US$), 2018 & 2023

+44 20 8123 2220
info@marketpublishers.com

Figure 22: Global: School Stationery Supplies Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US$), 2024-2032
Figure 23: Global: School Stationery Supplies Market: Online Sales (in Million US$), 2018 & 2023
Figure 24: Global: School Stationery Supplies Market Forecast: Online Sales (in Million US$), 2024-2032
Figure 25: Global: School Stationery Supplies Market: Sales through Other Distribution Channels (in Million US$), 2018 & 2023
Figure 26: Global: School Stationery Supplies Market Forecast: Sales through Other Distribution Channels (in Million US$), 2024-2032
Figure 27: Global: School Stationery Supplies (K-12) Market: Sales Value (in Million US$), 2018 & 2023
Figure 28: Global: School Stationery Supplies (K-12) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 29: Global: School Stationery Supplies (Higher Education) Market: Sales Value (in Million US$), 2018 & 2023
Figure 30: Global: School Stationery Supplies (Higher Education) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 31: Europe: School Stationery Supplies Market: Sales Value (in Million US$), 2018 & 2023
Figure 32: Europe: School Stationery Supplies Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 33: North America: School Stationery Supplies Market: Sales Value (in Million US$), 2018 & 2023
Figure 34: North America: School Stationery Supplies Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 35: Asia Pacific: School Stationery Supplies Market: Sales Value (in Million US$), 2018 & 2023
Figure 36: Asia Pacific: School Stationery Supplies Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 37: Middle East and Africa: School Stationery Supplies Market: Sales Value (in Million US$), 2018 & 2023
Figure 38: Middle East and Africa: School Stationery Supplies Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 39: Latin America: School Stationery Supplies Market: Sales Value (in Million US$), 2018 & 2023
Figure 40: Latin America: School Stationery Supplies Market Forecast: Sales Value (in Million US$), 2024-2032

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: School Stationery Supplies Market Report by Product (Paper Products, Writing Instruments, Computer and Printer Supplies, and Others), End User (K-12, Higher Education), Distribution Channel (Stationery and Book Shops, Supermarkets and Hypermarkets, Online, and Others), and Region 2024-2032

Product link: https://marketpublishers.com/r/S2A6F076B7E6EN.html

Price: US$ 3,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S2A6F076B7E6EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

+44 20 8123 2220
info@marketpublishers.com

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970