

Global Marker Pens Market Growth 2024-2030

<https://marketpublishers.com/r/GE714D024141EN.html>

Date: January 2024

Pages: 97

Price: US\$ 3,660.00 (Single User License)

ID: GE714D024141EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Marker Pens market size was valued at US\$ 1701.7 million in 2023. With growing demand in downstream market, the Marker Pens is forecast to a readjusted size of US\$ 1964.7 million by 2030 with a CAGR of 2.1% during review period.

The research report highlights the growth potential of the global Marker Pens market. Marker Pens are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Marker Pens. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Marker Pens market.

Marker pen also known as marker. It is a special color pen for writing or painting. It contains ink and usually has a lid. Marker production area is more obvious. The regional consumer market is less obvious, and the demand for office stationery is relatively high in economically developed areas. In 2018, China's light industry overcame adverse factors such as rising costs and the trade war between China and the United States, and worked hard to improve the quality of its development by taking consumption upgrading as its orientation. In 2018, China's production capacity reached 8.5 billion markers, and the output was 7.1 billion. It is expected that by 2025, the national output will reach 9.8 billion markers, with a CAGR compound growth rate of 5%. Currently, in terms of volume, oil-based marker pens account for the majority of the market, about 56% (2018), and this proportion is expected to drop to 47% by 2025. After the popularity of alcoholic markers for a while, it is estimated that in a few years, the water-based marker market began to explode, because there are still too few water-based markers in

China, and water-based markers still have many unique features in environmental protection and color use, which are beyond the reach of alcoholic markers. From the perspective of application, the most widely used marker is design/office, and its production share is as high as 59% (in 2018). It is expected that this field will remain the most widely used marker in the next six years, and its market share is expected to reach 59% by 2025.

In China, Marker Pens key players include SAKURA COLOR, Guangdong Baoke Stationery Co.,Ltd., Zhaoqing Sita Stationary Commodity Co.,Ltd., etc.

Jiangsu-Zhejiang-Shanghai is the largest market, with a share over 35%, followed by Beijing-Tianjin-Hebei, and Fujian and Guangdong, both have a share over 40 percent.

In terms of product, Oily (Alcoholic) Marker is the largest segment, with a share about 55%. And in terms of application, the largest application is Design/Office, followed by Logistics, Education, etc.

Key Features:

The report on Marker Pens market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Marker Pens market. It may include historical data, market segmentation by Type (e.g., Oily (Alcoholic) Marker, Water-based Marker), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Marker Pens market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Marker Pens market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest

technological developments in the Marker Pens industry. This include advancements in Marker Pens technology, Marker Pens new entrants, Marker Pens new investment, and other innovations that are shaping the future of Marker Pens.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Marker Pens market. It includes factors influencing customer ' purchasing decisions, preferences for Marker Pens product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Marker Pens market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Marker Pens market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Marker Pens market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Marker Pens industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Marker Pens market.

Market Segmentation:

Marker Pens market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

Oily (Alcoholic) Marker

Water-based Marker

Segmentation by application

Design/Office

Logistics

Education

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

SAKURA COLOR

Guangdong Baoke Stationery Co.,Ltd.

Zhaoqing Sita Stationary Commodity Co.,Ltd.

Shanghai M&G Stationery Inc.

Deli Group Co.,Ltd.

Shenzhen Comix Group Co.,Ltd.

Kunshan Lemei Stationery Co.,Ltd.

Guangbo Group Stock Co.,Ltd

Key Questions Addressed in this Report

What is the 10-year outlook for the global Marker Pens market?

What factors are driving Marker Pens market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Marker Pens market opportunities vary by end market size?

How does Marker Pens break out type, application?

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