

Washable Markers Market by Washability (Basic washable, Super washable), End user (Children, Professionals) and Region (North America, Europe, Asia Pacific, Middle East and Africa, South America) - Global Forecast to 2023

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Abstracts

“Increasing demand from children to drive the washable markers market”

The washable markers market size is projected to grow from USD 425.5 million in 2018 to USD 507.0 million by 2023, at a CAGR of 3.57%. Washable markers are one of the fastest-growing types of writing instruments and are expected to gain widespread popularity in the coming years. Teachers and parents do not need to worry about stained clothing or walls when children work with washable markers. The washable markers market is expected to witness significant growth in the future because of their ever-increasing popularity and their benefits and uses in the education industry. Increase in the number of school-going children coupled with a rise in the disposable income of households eventually drives the growth of the washable markers market. However, the washable markers market is threatened by the increase in shift toward e-learning and digital platforms.

“By end user, the children segment is estimated to hold the largest share of the washable markers market in 2018”

The children segment accounted for the largest market in 2018. The growth and high demand for washable markers among children can be attributed to the fact that marks from washable markers can be easily removed from clothes, skin, and walls just by wiping a wet sponge across the surface. Since washable markers do not permanently stain a surface, they are perfect for home and classroom use. Moreover, washable

markers are also non-toxic, and thus they are ideal choices for use by children

“The Asia Pacific region is set to witness healthy growth during the forecast period”

The Asia Pacific market is projected to be the fastest-growing market during the forecast period. The global players, to improve their presence in this region, have started expanding their businesses. The standard of living is improving in this region, which, in turn, fuels the per-capita spending on education and on creative expression products. Countries considered under the Asia Pacific region for the study of washable markers include China, Japan, Australia, and the Rest of Asia Pacific, which includes India, South Korea, Vietnam, Singapore, and Malaysia. The rising demand for writing instruments such as washable markers in corporate offices is expected to boost the growth of the washable markers market in the Asia Pacific region.

Breakdown of Primaries

Primary interviews were conducted with a number of industry experts to collect data related to different aspects of the washable markers market. Estimates reached after analyzing secondary sources were validated through these interviews. Primary sources included professionals such as washable marker manufacturers, distributors, consultants, and academic professionals. The distribution of primary interviews is as follows:

By Company Type: Tier 1 –30%, Tier 2 – 35%, Tier 3 – 35%

By Designation: Director level– 61%, Managerial Level – 39%

By Region: Europe– 51%, North America– 21%, Middle East & Africa– 15%, Asia Pacific –8%, South America – 5%

Note: The tier of the companies is defined on the basis of their total revenue, as of 2017.

Tier 1: Revenue USD 1 billion

Tier 2: USD 500 million Revenue USD 1 billion

Tier 3: Revenue USD 500 million

The key washable markers providers profiled in the report are as follows:

Crayola LLC (US)

Faber-Castell (Germany)

F.I.L.A. - Fabbrica Italiana Lapis ed Affini S.p.A (Italy)

BIC Group (France)

Newell Brands (US)

Carioca S.p.a (US)

Liqui-Mark (US)

Stabilo International GMBH (Germany)

Dri Mark Products Inc. (US)

Luxor Group (India)

This report will help the market leaders/new entrants in this market in the following ways:

This report segments the washable markers market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across different verticals and regions.

This report helps stakeholders to understand the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand their competitors better and gain more insights into their position in the business. The competitive landscape section includes the competitor ecosystem, new product developments, agreements, partnerships & joint ventures, and mergers & acquisitions.

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About

The report "Washable Markers Market by Washability (Basic washable, Super washable), End user (Children, Professionals) and Region (North America, Europe, Asia Pacific, Middle East and Africa, South America) - Global Forecast to 2023" The washable markers market is projected to reach USD 507.0 million by 2023. The washable markers market size is projected to grow from USD 425.5 million in 2018 to USD 507.0 million by 2023, at a CAGR of 3.57%. The marks of washable markers are easily washable from the wall, skin, and clothing; moreover, they are non-toxic and thus are considered safe for use by children. The major factor driving the growth of the washable markers market is the increase in the number of school-going children coupled with increasing disposable income of households.

The key washable markers providers profiled in the report are as follows:

Crayola LLC (US)

Faber-Castell (Germany)

F.I.L.A. - Fabbrica Italiana Lapis ed Affini S.p.A (Italy)

BIC Group (France)

Newell Brands (US)

Carioca S.p.a (US)

Liqui-Mark (US)

Stabilo International GMBH (Germany)

Dri Mark Products Inc. (US)

Luxor Group (India) among others.

Breakdown of Primaries

Primary interviews were conducted with a number of industry experts to collect data related to different aspects of the washable markers market. Estimates reached after analyzing secondary sources were validated through these interviews. Primary sources included professionals such as washable marker manufacturers, distributors, consultants, and academic professionals. The distribution of primary interviews is as follows:

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Tier 1: Revenue > USD 1 billion

Tier 2: USD 500 million > Revenue > USD 1 billion

Tier 3: Revenue < USD 500 million

The super washable segment is projected to grow at a higher rate during the forecast period.

The super washable segment is projected to grow at a higher CAGR during the forecast period. One of the key advantages of super-washable markers is that they do not require any additional solvent for the ink to be removed. The ink from super-washable markers and water-based ink markers can be cleaned from non-porous laminate surfaces found on most classroom desks by simply using water.

In terms of end user, the children segment is projected to grow at a higher rate during the forecast period.

The children segment is projected to be faster-growing in the next five years. Coloring and drawing supplies, as a means of exploring creativity and curiosity, are mainly

targeted at children, especially those under the age of 14. These supplies would include washable markers. Among all the felt-tip markers and pens available, washable markets will be preferable among parents as children tend to draw on walls and other places where people would not like to retain them permanently.

North America accounted for the largest market share in 2018 while the Asia Pacific is projected to grow at the highest CAGR during the forecast period.

North America accounted for the largest market share in 2018. The region is a significant and growing market for washable markers, owing to the growing demand for writing instruments from schools, households, and corporates. Crayola LLC, headquartered in the US, is a major player operating in North America. According to Crayola LLC, it has 99% name recognition in the US. Other writing instrument manufacturers operating in North America include Bic Corp and Faber-Castell USA, with a significant market share in the North American washable markers market.

The Asia Pacific region is projected to grow at the highest CAGR during the forecast period. The standard of living is improving in this region, which, in turn, fuels the per-capita spending on education and on creative expression products. Countries considered under the Asia Pacific region for the study of washable markers include China, Japan, Australia, and the Rest of Asia Pacific which includes India, South Korea, Vietnam, Singapore, and Malaysia. The rising demand for writing instruments such as washable markers in corporate offices is expected to boost the growth of the washable markers market in the Asia Pacific region.

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