

# Impact of COVID-19 Outbreak on Ruler, Global Market Research Report 2020

<https://marketpublishers.com/r/I39CE6B4A1C7EN.html>

Date: June 2020

Pages: 124

Price: US\$ 2,900.00 (Single User License)

ID: I39CE6B4A1C7EN

## Abstracts

The global Ruler market is valued at US\$ xx million in 2020 is expected to reach US\$ xx million by the end of 2026, growing at a CAGR of xx% during 2021-2026.

This report focuses on Ruler volume and value at the global level, regional level and company level. From a global perspective, this report represents overall Ruler market size by analysing historical data and future prospect. Regionally, this report focuses on several key regions: North America, Europe, China and Japan etc.

### Market Segment Analysis

The research report includes specific segments by Type and by Application. This study provides information about the sales and revenue during the historic and forecasted period of 2015 to 2026. Understanding the segments helps in identifying the importance of different factors that aid the market growth.

Segment by Type, the Ruler market is segmented into

Plastic

Metal

Other

### Segment by Application

Education

Industrial

## Others

### Global Ruler Market: Regional Analysis

The Ruler market is analysed and market size information is provided by regions (countries). The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by Type and by Application segment in terms of sales and revenue for the period 2015-2026.

The key regions covered in the Ruler market report are:

#### North America

U.S.

Canada

#### Europe

Germany

France

U.K.

Italy

Russia

#### Asia-Pacific

China

Japan

South Korea

India

Australia

Taiwan

Indonesia

Thailand

Malaysia

Philippines

Vietnam

#### Latin America

Mexico

Brazil

Argentina

#### Middle East & Africa

Turkey

Saudi Arabia

U.A.E

#### Global Ruler Market: Competitive Analysis

This section of the report identifies various key manufacturers of the market. It helps the reader understand the strategies and collaborations that players are focusing on combat competition in the market. The comprehensive report provides a significant microscopic look at the market. The reader can identify the footprints of the manufacturers by knowing about the global revenue of manufacturers, the global price of manufacturers,

and sales by manufacturers during the forecast period of 2015 to 2019.  
The major players in global Ruler market include:

KOKUYO Co,Ltd

Shachihata

Pentel

PILOT CORPORATION

uni Mitsubishi

Lexi Pens

Shanghai M&G Stationery

Deli

Shenzhen Comix Group

Beifa Group

Wenzhou Aihao Pen

True Color

Guangbo Group

Snowwhite stationery

ITC

Navneet

G M Pens International

Cello Corporate (BIC)

## Ballarpur Industries

## Contents

### **1 RULER MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Ruler
- 1.2 Ruler Segment by Type
  - 1.2.1 Global Ruler Sales Growth Rate Comparison by Type (2021-2026)
  - 1.2.2 Plastic
  - 1.2.3 Metal
  - 1.2.4 Other
- 1.3 Ruler Segment by Application
  - 1.3.1 Ruler Sales Comparison by Application: 2020 VS 2026
  - 1.3.2 Education
  - 1.3.3 Industrial
  - 1.3.4 Others
- 1.4 Global Ruler Market Size Estimates and Forecasts
  - 1.4.1 Global Ruler Revenue 2015-2026
  - 1.4.2 Global Ruler Sales 2015-2026
  - 1.4.3 Ruler Market Size by Region: 2020 Versus 2026

### **2 GLOBAL RULER MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Ruler Sales Market Share by Manufacturers (2015-2020)
- 2.2 Global Ruler Revenue Share by Manufacturers (2015-2020)
- 2.3 Global Ruler Average Price by Manufacturers (2015-2020)
- 2.4 Manufacturers Ruler Manufacturing Sites, Area Served, Product Type
- 2.5 Ruler Market Competitive Situation and Trends
  - 2.5.1 Ruler Market Concentration Rate
  - 2.5.2 Global Top 5 and Top 10 Players Market Share by Revenue
  - 2.5.3 Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 2.6 Manufacturers Mergers & Acquisitions, Expansion Plans
- 2.7 Primary Interviews with Key Ruler Players (Opinion Leaders)

### **3 RULER RETROSPECTIVE MARKET SCENARIO BY REGION**

- 3.1 Global Ruler Retrospective Market Scenario in Sales by Region: 2015-2020
- 3.2 Global Ruler Retrospective Market Scenario in Revenue by Region: 2015-2020
- 3.3 North America Ruler Market Facts & Figures by Country
  - 3.3.1 North America Ruler Sales by Country

### 3.3.2 North America Ruler Sales by Country

#### 3.3.3 U.S.

#### 3.3.4 Canada

### 3.4 Europe Ruler Market Facts & Figures by Country

#### 3.4.1 Europe Ruler Sales by Country

#### 3.4.2 Europe Ruler Sales by Country

#### 3.4.3 Germany

#### 3.4.4 France

#### 3.4.5 U.K.

#### 3.4.6 Italy

#### 3.4.7 Russia

### 3.5 Asia Pacific Ruler Market Facts & Figures by Region

#### 3.5.1 Asia Pacific Ruler Sales by Region

#### 3.5.2 Asia Pacific Ruler Sales by Region

#### 3.5.3 China

#### 3.5.4 Japan

#### 3.5.5 South Korea

#### 3.5.6 India

#### 3.5.7 Australia

#### 3.5.8 Taiwan

#### 3.5.9 Indonesia

#### 3.5.10 Thailand

#### 3.5.11 Malaysia

#### 3.5.12 Philippines

#### 3.5.13 Vietnam

### 3.6 Latin America Ruler Market Facts & Figures by Country

#### 3.6.1 Latin America Ruler Sales by Country

#### 3.6.2 Latin America Ruler Sales by Country

#### 3.6.3 Mexico

#### 3.6.3 Brazil

#### 3.6.3 Argentina

### 3.7 Middle East and Africa Ruler Market Facts & Figures by Country

#### 3.7.1 Middle East and Africa Ruler Sales by Country

#### 3.7.2 Middle East and Africa Ruler Sales by Country

#### 3.7.3 Turkey

#### 3.7.4 Saudi Arabia

#### 3.7.5 U.A.E

## **4 GLOBAL RULER HISTORIC MARKET ANALYSIS BY TYPE**

- 4.1 Global Ruler Sales Market Share by Type (2015-2020)
- 4.2 Global Ruler Revenue Market Share by Type (2015-2020)
- 4.3 Global Ruler Price Market Share by Type (2015-2020)
- 4.4 Global Ruler Market Share by Price Tier (2015-2020): Low-End, Mid-Range and High-End

## **5 GLOBAL RULER HISTORIC MARKET ANALYSIS BY APPLICATION**

- 5.1 Global Ruler Sales Market Share by Application (2015-2020)
- 5.2 Global Ruler Revenue Market Share by Application (2015-2020)
- 5.3 Global Ruler Price by Application (2015-2020)

## **6 COMPANY PROFILES AND KEY FIGURES IN RULER BUSINESS**

### **6.1 KOKUYO Co,Ltd**

- 6.1.1 Corporation Information
- 6.1.2 KOKUYO Co,Ltd Description, Business Overview and Total Revenue
- 6.1.3 KOKUYO Co,Ltd Ruler Sales, Revenue and Gross Margin (2015-2020)
- 6.1.4 KOKUYO Co,Ltd Products Offered
- 6.1.5 KOKUYO Co,Ltd Recent Development

### **6.2 Shachihata**

- 6.2.1 Shachihata Ruler Production Sites and Area Served
- 6.2.2 Shachihata Description, Business Overview and Total Revenue
- 6.2.3 Shachihata Ruler Sales, Revenue and Gross Margin (2015-2020)
- 6.2.4 Shachihata Products Offered
- 6.2.5 Shachihata Recent Development

### **6.3 Pentel**

- 6.3.1 Pentel Ruler Production Sites and Area Served
- 6.3.2 Pentel Description, Business Overview and Total Revenue
- 6.3.3 Pentel Ruler Sales, Revenue and Gross Margin (2015-2020)
- 6.3.4 Pentel Products Offered
- 6.3.5 Pentel Recent Development

### **6.4 PILOT CORPORATION**

- 6.4.1 PILOT CORPORATION Ruler Production Sites and Area Served
- 6.4.2 PILOT CORPORATION Description, Business Overview and Total Revenue
- 6.4.3 PILOT CORPORATION Ruler Sales, Revenue and Gross Margin (2015-2020)
- 6.4.4 PILOT CORPORATION Products Offered
- 6.4.5 PILOT CORPORATION Recent Development



## 6.5 uni Mitsubishi

6.5.1 uni Mitsubishi Ruler Production Sites and Area Served

6.5.2 uni Mitsubishi Description, Business Overview and Total Revenue

6.5.3 uni Mitsubishi Ruler Sales, Revenue and Gross Margin (2015-2020)

6.5.4 uni Mitsubishi Products Offered

6.5.5 uni Mitsubishi Recent Development

## 6.6 Lexi Pens

6.6.1 Lexi Pens Ruler Production Sites and Area Served

6.6.2 Lexi Pens Description, Business Overview and Total Revenue

6.6.3 Lexi Pens Ruler Sales, Revenue and Gross Margin (2015-2020)

6.6.4 Lexi Pens Products Offered

6.6.5 Lexi Pens Recent Development

## 6.7 Shanghai M&G Stationery

6.6.1 Shanghai M&G Stationery Ruler Production Sites and Area Served

6.6.2 Shanghai M&G Stationery Description, Business Overview and Total Revenue

6.6.3 Shanghai M&G Stationery Ruler Sales, Revenue and Gross Margin (2015-2020)

6.4.4 Shanghai M&G Stationery Products Offered

6.7.5 Shanghai M&G Stationery Recent Development

## 6.8 Deli

6.8.1 Deli Ruler Production Sites and Area Served

6.8.2 Deli Description, Business Overview and Total Revenue

6.8.3 Deli Ruler Sales, Revenue and Gross Margin (2015-2020)

6.8.4 Deli Products Offered

6.8.5 Deli Recent Development

## 6.9 Shenzhen Comix Group

6.9.1 Shenzhen Comix Group Ruler Production Sites and Area Served

6.9.2 Shenzhen Comix Group Description, Business Overview and Total Revenue

6.9.3 Shenzhen Comix Group Ruler Sales, Revenue and Gross Margin (2015-2020)

6.9.4 Shenzhen Comix Group Products Offered

6.9.5 Shenzhen Comix Group Recent Development

## 6.10 Beifa Group

6.10.1 Beifa Group Ruler Production Sites and Area Served

6.10.2 Beifa Group Description, Business Overview and Total Revenue

6.10.3 Beifa Group Ruler Sales, Revenue and Gross Margin (2015-2020)

6.10.4 Beifa Group Products Offered

6.10.5 Beifa Group Recent Development

## 6.11 Wenzhou Aihao Pen

6.11.1 Wenzhou Aihao Pen Ruler Production Sites and Area Served

6.11.2 Wenzhou Aihao Pen Ruler Description, Business Overview and Total Revenue

- 6.11.3 Wenzhou Aihao Pen Ruler Sales, Revenue and Gross Margin (2015-2020)
- 6.11.4 Wenzhou Aihao Pen Products Offered
- 6.11.5 Wenzhou Aihao Pen Recent Development
- 6.12 True Color
  - 6.12.1 True Color Ruler Production Sites and Area Served
  - 6.12.2 True Color Ruler Description, Business Overview and Total Revenue
  - 6.12.3 True Color Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.12.4 True Color Products Offered
  - 6.12.5 True Color Recent Development
- 6.13 Guangbo Group
  - 6.13.1 Guangbo Group Ruler Production Sites and Area Served
  - 6.13.2 Guangbo Group Ruler Description, Business Overview and Total Revenue
  - 6.13.3 Guangbo Group Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.13.4 Guangbo Group Products Offered
  - 6.13.5 Guangbo Group Recent Development
- 6.14 Snowwhite stationery
  - 6.14.1 Snowwhite stationery Ruler Production Sites and Area Served
  - 6.14.2 Snowwhite stationery Ruler Description, Business Overview and Total Revenue
  - 6.14.3 Snowwhite stationery Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.14.4 Snowwhite stationery Products Offered
  - 6.14.5 Snowwhite stationery Recent Development
- 6.15 ITC
  - 6.15.1 ITC Ruler Production Sites and Area Served
  - 6.15.2 ITC Ruler Description, Business Overview and Total Revenue
  - 6.15.3 ITC Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.15.4 ITC Products Offered
  - 6.15.5 ITC Recent Development
- 6.16 Navneet
  - 6.16.1 Navneet Ruler Production Sites and Area Served
  - 6.16.2 Navneet Ruler Description, Business Overview and Total Revenue
  - 6.16.3 Navneet Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.16.4 Navneet Products Offered
  - 6.16.5 Navneet Recent Development
- 6.17 G M Pens International
  - 6.17.1 G M Pens International Ruler Production Sites and Area Served
  - 6.17.2 G M Pens International Ruler Description, Business Overview and Total Revenue
  - 6.17.3 G M Pens International Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.17.4 G M Pens International Products Offered

- 6.17.5 G M Pens International Recent Development
- 6.18 Cello Corporate (BIC)
  - 6.18.1 Cello Corporate (BIC) Ruler Production Sites and Area Served
  - 6.18.2 Cello Corporate (BIC) Ruler Description, Business Overview and Total Revenue
  - 6.18.3 Cello Corporate (BIC) Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.18.4 Cello Corporate (BIC) Products Offered
  - 6.18.5 Cello Corporate (BIC) Recent Development
- 6.19 Ballarpur Industries
  - 6.19.1 Ballarpur Industries Ruler Production Sites and Area Served
  - 6.19.2 Ballarpur Industries Ruler Description, Business Overview and Total Revenue
  - 6.19.3 Ballarpur Industries Ruler Sales, Revenue and Gross Margin (2015-2020)
  - 6.19.4 Ballarpur Industries Products Offered
  - 6.19.5 Ballarpur Industries Recent Development

## **7 RULER MANUFACTURING COST ANALYSIS**

- 7.1 Ruler Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Key Raw Materials Price Trend
  - 7.1.3 Key Suppliers of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
- 7.3 Manufacturing Process Analysis of Ruler
- 7.4 Ruler Industrial Chain Analysis

## **8 MARKETING CHANNEL, DISTRIBUTORS AND CUSTOMERS**

- 8.1 Marketing Channel
- 8.2 Ruler Distributors List
- 8.3 Ruler Customers

## **9 MARKET DYNAMICS**

- 9.1 Market Trends
- 9.2 Opportunities and Drivers
- 9.3 Challenges
- 9.4 Porter's Five Forces Analysis

## **10 GLOBAL MARKET FORECAST**

- 10.1 Global Ruler Market Estimates and Projections by Type
  - 10.1.1 Global Forecasted Sales of Ruler by Type (2021-2026)
  - 10.1.2 Global Forecasted Revenue of Ruler by Type (2021-2026)
- 10.2 Ruler Market Estimates and Projections by Application
  - 10.2.1 Global Forecasted Sales of Ruler by Application (2021-2026)
  - 10.2.2 Global Forecasted Revenue of Ruler by Application (2021-2026)
- 10.3 Ruler Market Estimates and Projections by Region
  - 10.3.1 Global Forecasted Sales of Ruler by Region (2021-2026)
  - 10.3.2 Global Forecasted Revenue of Ruler by Region (2021-2026)
- 10.4 North America Ruler Estimates and Projections (2021-2026)
- 10.5 Europe Ruler Estimates and Projections (2021-2026)
- 10.6 Asia Pacific Ruler Estimates and Projections (2021-2026)
- 10.7 Latin America Ruler Estimates and Projections (2021-2026)
- 10.8 Middle East and Africa Ruler Estimates and Projections (2021-2026)

## **11 RESEARCH FINDING AND CONCLUSION**

## **12 METHODOLOGY AND DATA SOURCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Author List
- 12.4 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Ruler Sales (K Units) Growth Rate Comparison by Type (2015-2026)

Table 2. Global Ruler Sales (K Units) Comparison by Application: 2020 VS 2026

Table 3. Global Ruler Market Size by Type (K Units) (US\$ Million) (2020 VS 2026)

Table 4. Global Key Ruler Manufacturers Covered in This Study

Table 5. Global Ruler Sales (K Units) by Manufacturers (2015-2020)

Table 6. Global Ruler Sales Share by Manufacturers (2015-2020)

Table 7. Global Ruler Revenue (Million USD) by Manufacturers (2015-2020)

Table 8. Global Ruler Revenue Share by Manufacturers (2015-2020)

Table 9. Global Market Ruler Average Price (USD/Unit) of Key Manufacturers (2015-2020)

Table 10. Manufacturers Ruler Sales Sites and Area Served

Table 11. Manufacturers Ruler Product Types

Table 12. Global Ruler Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 13. Global Ruler by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Ruler as of 2019)

Table 14. Manufacturers Mergers & Acquisitions, Expansion Plans

Table 15. Main Points Interviewed from Key Ruler Players

Table 16. Global Ruler Sales (K Units) by Region (2015-2020)

Table 17. Global Ruler Sales Market Share by Region (2015-2020)

Table 18. Global Ruler Revenue (Million US\$) by Region (2015-2020)

Table 19. Global Ruler Revenue Market Share by Region (2015-2020)

Table 20. North America Ruler Sales by Country (2015-2020) (K Units)

Table 21. North America Ruler Sales Market Share by Country (2015-2020)

Table 22. North America Ruler Revenue by Country (2015-2020) (US\$ Million)

Table 23. North America Ruler Revenue Market Share by Country (2015-2020)

Table 24. Europe Ruler Sales by Country (2015-2020) (K Units)

Table 25. Europe Ruler Sales Market Share by Country (2015-2020)

Table 26. Europe Ruler Revenue by Country (2015-2020) (US\$ Million)

Table 27. Europe Ruler Revenue Market Share by Country (2015-2020)

Table 28. Asia Pacific Ruler Sales by Region (2015-2020) (K Units)

Table 29. Asia Pacific Ruler Sales Market Share by Region (2015-2020)

Table 30. Asia Pacific Ruler Revenue by Region (2015-2020) (US\$ Million)

Table 31. Asia Pacific Ruler Revenue Market Share by Region (2015-2020)

Table 32. Latin America Ruler Sales by Country (2015-2020) (K Units)

Table 33. Latin America Ruler Sales Market Share by Country (2015-2020)

- Table 34. Latin America Ruler Revenue by Country (2015-2020) (US\$ Million)
- Table 35. Latin America Ruler Revenue Market Share by Country (2015-2020)
- Table 36. Middle East and Africa Ruler Sales by Country (2015-2020) (K Units)
- Table 37. Middle East and Africa Ruler Sales Market Share by Country (2015-2020)
- Table 38. Middle East and Africa Ruler Revenue by Country (2015-2020) (US\$ Million)
- Table 39. Middle East and Africa Ruler Revenue Market Share by Country (2015-2020)
- Table 40. Global Ruler Sales (K Units) by Type (2015-2020)
- Table 41. Global Ruler Sales Share by Type (2015-2020)
- Table 42. Global Ruler Revenue (Million US\$) by Type (2015-2020)
- Table 43. Global Ruler Revenue Share by Type (2015-2020)
- Table 44. Global Ruler Price (USD/Unit) by Type (2015-2020)
- Table 45. Global Ruler Sales (K Units) by Application (2015-2020)
- Table 46. Global Ruler Sales Market Share by Application (2015-2020)
- Table 47. Global Ruler Sales Growth Rate by Application (2015-2020)
- Table 48. KOKUYO Co,Ltd Ruler Corporation Information
- Table 49. KOKUYO Co,Ltd Description and Business Overview
- Table 50. KOKUYO Co,Ltd Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 51. KOKUYO Co,Ltd Main Product
- Table 52. KOKUYO Co,Ltd Recent Development
- Table 53. Shachihata Ruler Corporation Information
- Table 54. Shachihata Corporation Information
- Table 55. Shachihata Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 56. Shachihata Main Product
- Table 57. Shachihata Recent Development
- Table 58. Pentel Ruler Corporation Information
- Table 59. Pentel Corporation Information
- Table 60. Pentel Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 61. Pentel Main Product
- Table 62. Pentel Recent Development
- Table 63. PILOT CORPORATION Ruler Corporation Information
- Table 64. PILOT CORPORATION Corporation Information
- Table 65. PILOT CORPORATION Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 66. PILOT CORPORATION Main Product
- Table 67. PILOT CORPORATION Recent Development
- Table 68. uni Mitsubishi Ruler Corporation Information



- Table 69. uni Mitsubishi Corporation Information
- Table 70. uni Mitsubishi Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 71. uni Mitsubishi Main Product
- Table 72. uni Mitsubishi Recent Development
- Table 73. Lexi Pens Ruler Corporation Information
- Table 74. Lexi Pens Corporation Information
- Table 75. Lexi Pens Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 76. Lexi Pens Main Product
- Table 77. Lexi Pens Recent Development
- Table 78. Shanghai M&G Stationery Ruler Corporation Information
- Table 79. Shanghai M&G Stationery Corporation Information
- Table 80. Shanghai M&G Stationery Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 81. Shanghai M&G Stationery Main Product
- Table 82. Shanghai M&G Stationery Recent Development
- Table 83. Deli Ruler Corporation Information
- Table 84. Deli Corporation Information
- Table 85. Deli Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 86. Deli Main Product
- Table 87. Deli Recent Development
- Table 88. Shenzhen Comix Group Ruler Corporation Information
- Table 89. Shenzhen Comix Group Corporation Information
- Table 90. Shenzhen Comix Group Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 91. Shenzhen Comix Group Main Product
- Table 92. Shenzhen Comix Group Recent Development
- Table 93. Beifa Group Ruler Corporation Information
- Table 94. Beifa Group Corporation Information
- Table 95. Beifa Group Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 96. Beifa Group Main Product
- Table 97. Beifa Group Recent Development
- Table 98. Wenzhou Aihao Pen Ruler Corporation Information
- Table 99. Wenzhou Aihao Pen Corporation Information
- Table 100. Wenzhou Aihao Pen Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)

- Table 101. Wenzhou Aihao Pen Main Product
- Table 102. Wenzhou Aihao Pen Recent Development
- Table 103. True Color Ruler Corporation Information
- Table 104. True Color Corporation Information
- Table 105. True Color Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 106. True Color Main Product
- Table 107. True Color Recent Development
- Table 108. Guangbo Group Ruler Corporation Information
- Table 109. Guangbo Group Corporation Information
- Table 110. Guangbo Group Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 111. Guangbo Group Main Product
- Table 112. Guangbo Group Recent Development
- Table 113. Snowwhite stationery Ruler Corporation Information
- Table 114. Snowwhite stationery Corporation Information
- Table 115. Snowwhite stationery Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 116. Snowwhite stationery Main Product
- Table 117. Snowwhite stationery Recent Development
- Table 118. ITC Ruler Corporation Information
- Table 119. ITC Corporation Information
- Table 120. ITC Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 121. ITC Main Product
- Table 122. ITC Recent Development
- Table 123. Navneet Ruler Corporation Information
- Table 124. Navneet Corporation Information
- Table 125. Navneet Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 126. Navneet Main Product
- Table 127. Navneet Recent Development
- Table 128. G M Pens International Ruler Corporation Information
- Table 129. G M Pens International Corporation Information
- Table 130. G M Pens International Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)
- Table 131. G M Pens International Main Product
- Table 132. G M Pens International Recent Development
- Table 133. Cello Corporate (BIC) Ruler Corporation Information



Table 134. Cello Corporate (BIC) Corporation Information

Table 135. Cello Corporate (BIC) Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)

Table 136. Cello Corporate (BIC) Main Product

Table 137. Cello Corporate (BIC) Recent Development

Table 138. Ballarpur Industries Ruler Corporation Information

Table 139. Ballarpur Industries Corporation Information

Table 140. Ballarpur Industries Ruler Sales (K Units), Revenue (Million US\$), Price (USD/Unit) and Gross Margin (2015-2020)

Table 141. Ballarpur Industries Main Product

Table 142. Ballarpur Industries Recent Development

Table 143. Sales Base and Market Concentration Rate of Raw Material

Table 144. Key Suppliers of Raw Materials

Table 145. Ruler Distributors List

Table 146. Ruler Customers List

Table 147. Market Key Trends

Table 148. Key Opportunities and Drivers: Impact Analysis (2021-2026)

Table 149. Key Challenges

Table 150. Global Ruler Sales (K Units) Forecast by Type (2021-2026)

Table 151. Global Ruler Sales Market Share Forecast by Type (2021-2026)

Table 152. Global Ruler Revenue (Million US\$) Forecast by Type (2021-2026)

Table 153. Global Ruler Revenue (Million US\$) Market Share Forecast by Type (2021-2026)

Table 154. Global Ruler Sales (K Units) Forecast by Application (2021-2026)

Table 155. Global Ruler Revenue (Million US\$) Forecast by Application (2021-2026)

Table 156. Global Ruler Sales (K Units) Forecast by Region (2021-2026)

Table 157. Global Ruler Sales Market Share Forecast by Region (2021-2026)

Table 158. Global Ruler Revenue Forecast by Region (2021-2026) (US\$ Million)

Table 159. Global Ruler Revenue Market Share Forecast by Region (2021-2026)

Table 160. Research Programs/Design for This Report

Table 161. Key Data Information from Secondary Sources

Table 162. Key Data Information from Primary Sources

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Ruler
- Figure 2. Global Ruler Sales Market Share by Type: 2020 VS 2026
- Figure 3. Plastic Product Picture
- Figure 4. Metal Product Picture
- Figure 5. Other Product Picture
- Figure 6. Global Ruler Consumption Market Share by Application: 2020 VS 2026
- Figure 7. Education
- Figure 8. Industrial
- Figure 9. Others
- Figure 10. Global Ruler Market Size 2015-2026 (US\$ Million)
- Figure 11. Global Ruler Sales Capacity (K Units) (2015-2026)
- Figure 12. Global Ruler Market Size Market Share by Region: 2020 Versus 2026
- Figure 13. Ruler Sales Share by Manufacturers in 2020
- Figure 14. Global Ruler Revenue Share by Manufacturers in 2019
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Ruler Revenue in 2019
- Figure 16. Ruler Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2015 VS 2019
- Figure 17. Global Ruler Sales Market Share by Region (2015-2020)
- Figure 18. Global Ruler Sales Market Share by Region in 2019
- Figure 19. Global Ruler Revenue Market Share by Region (2015-2020)
- Figure 20. Global Ruler Revenue Market Share by Region in 2019
- Figure 21. North America Ruler Sales Market Share by Country in 2019
- Figure 22. North America Ruler Revenue Market Share by Country in 2019
- Figure 23. U.S. Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 24. U.S. Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 25. Canada Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 26. Canada Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 27. Europe Ruler Sales Market Share by Country in 2019
- Figure 28. Europe Ruler Revenue Market Share by Country in 2019
- Figure 29. Germany Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 30. Germany Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 31. France Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 32. France Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 33. U.K. Ruler Sales Growth Rate (2015-2020) (K Units)

- Figure 34. U.K. Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 35. Italy Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 36. Italy Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 37. Russia Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 38. Russia Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 39. Asia Pacific Ruler Sales Market Share by Region in 2019
- Figure 40. Asia Pacific Ruler Revenue Market Share by Region in 2019
- Figure 41. China Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 42. China Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 43. Japan Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 44. Japan Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 45. South Korea Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 46. South Korea Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 47. India Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 48. India Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 49. Australia Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 50. Australia Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 51. Taiwan Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 52. Taiwan Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 53. Indonesia Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 54. Indonesia Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 55. Thailand Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 56. Thailand Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 57. Malaysia Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 58. Malaysia Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 59. Philippines Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 60. Philippines Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 61. Vietnam Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 62. Vietnam Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 63. Latin America Ruler Sales Market Share by Country in 2019
- Figure 64. Latin America Ruler Revenue Market Share by Country in 2019
- Figure 65. Mexico Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 66. Mexico Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 67. Brazil Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 68. Brazil Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 69. Argentina Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 70. Argentina Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 71. Middle East and Africa Ruler Sales Market Share by Country in 2019
- Figure 72. Middle East and Africa Ruler Revenue Market Share by Country in 2019

- Figure 73. Turkey Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 74. Turkey Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 75. Saudi Arabia Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 76. Saudi Arabia Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 77. U.A.E Ruler Sales Growth Rate (2015-2020) (K Units)
- Figure 78. U.A.E Ruler Revenue Growth Rate (2015-2020) (US\$ Million)
- Figure 79. Sales Market Share of Ruler by Type (2015-2020)
- Figure 80. Sales Market Share of Ruler by Type in 2019
- Figure 81. Revenue Share of Ruler by Type (2015-2020)
- Figure 82. Revenue Market Share of Ruler by Type in 2019
- Figure 83. Global Ruler Sales Growth by Type (2015-2020) (K Units)
- Figure 84. Global Ruler Sales Market Share by Application (2015-2020)
- Figure 85. Global Ruler Sales Market Share by Application in 2019
- Figure 86. Global Revenue Share of Ruler by Application (2015-2020)
- Figure 87. Global Revenue Share of Ruler by Application in 2020
- Figure 88. KOKUYO Co,Ltd Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 89. Shachihata Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 90. Pentel Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 91. PILOT CORPORATION Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 92. uni Mitsubishi Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 93. Lexi Pens Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 94. Shanghai M&G Stationery Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 95. Deli Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 96. Shenzhen Comix Group Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 97. Beifa Group Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 98. Wenzhou Aihao Pen Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 99. True Color Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 100. Guangbo Group Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 101. Snowwhite stationery Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 102. ITC Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 103. Navneet Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 104. G M Pens International Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 105. Cello Corporate (BIC) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 106. Ballarpur Industries Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 107. Price Trend of Key Raw Materials

Figure 108. Manufacturing Cost Structure of Ruler

Figure 109. Manufacturing Process Analysis of Ruler

Figure 110. Ruler Industrial Chain Analysis

Figure 111. Channels of Distribution

Figure 112. Distributors Profiles

Figure 113. Porter's Five Forces Analysis

Figure 114. North America Ruler Sales (K Units) and Growth Rate Forecast (2021-2026)

Figure 115. North America Ruler Revenue (Million US\$) and Growth Rate Forecast (2021-2026)

Figure 116. Europe Ruler Sales (K Units) and Growth Rate Forecast (2021-2026)

Figure 117. Europe Ruler Revenue (Million US\$) and Growth Rate Forecast (2021-2026)

Figure 118. Latin America Ruler Sales (K Units) and Growth Rate Forecast (2021-2026)

Figure 119. Latin America Ruler Revenue (Million US\$) and Growth Rate Forecast (2021-2026)

Figure 120. Middle East and Africa Ruler Sales (K Units) and Growth Rate Forecast (2021-2026)

Figure 121. Middle East and Africa Ruler Revenue (Million US\$) and Growth Rate Forecast (2021-2026)

Figure 122. Asia Pacific Ruler Sales (K Units) and Growth Rate Forecast (2021-2026)

Figure 123. Asia Pacific Ruler Revenue (Million US\$) and Growth Rate Forecast (2021-2026)

Figure 124. Bottom-up and Top-down Approaches for This Report

Figure 125. Data Triangulation

Figure 126. Key Executives Interviewed

## I would like to order

Product name: Impact of COVID-19 Outbreak on Ruler, Global Market Research Report 2020

Product link: <https://marketpublishers.com/r/I39CE6B4A1C7EN.html>

Price: US\$ 2,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I39CE6B4A1C7EN.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**

Customer signature \_\_\_\_\_

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

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