

# United States Stationery and Cards Market Report 2016

<https://marketpublishers.com/r/UC122CFD76FEN.html>

Date: November 2016

Pages: 122

Price: US\$ 3,800.00 (Single User License)

ID: UC122CFD76FEN

## Abstracts

### Notes:

Sales, means the sales volume of Stationery and Cards

Revenue, means the sales value of Stationery and Cards

This report studies sales (consumption) of Stationery and Cards in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Hallmark

Kokuyo

Mitsubishi Pencil

Crane

Shutterfly

King Jim

Languo

Avery

## JAM Paper

### Great Papers

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of Stationery and Cards in each application, can be divided into

Stationery Specialists

Gift Shops

General Merchandise Retailers

Bookstores

Others

## Contents

### United States Stationery and Cards Market Report 2016

## **1 STATIONERY AND CARDS OVERVIEW**

### 1.1 Product Overview and Scope of Stationery and Cards

### 1.2 Classification of Stationery and Cards

#### 1.2.1 Type I

#### 1.2.2 Type II

#### 1.2.3 Type III

### 1.3 Application of Stationery and Cards

#### 1.3.1 Stationery Specialists

#### 1.3.2 Gift Shops

#### 1.3.3 General Merchandise Retailers

#### 1.3.4 Bookstores

#### 1.3.5 Others

### 1.4 United States Market Size Sales (Value) and Revenue (Volume) of Stationery and Cards (2011-2021)

#### 1.4.1 United States Stationery and Cards Sales and Growth Rate (2011-2021)

#### 1.4.2 United States Stationery and Cards Revenue and Growth Rate (2011-2021)

## **2 UNITED STATES STATIONERY AND CARDS COMPETITION BY MANUFACTURERS**

### 2.1 United States Stationery and Cards Sales and Market Share of Key Manufacturers (2015 and 2016)

### 2.2 United States Stationery and Cards Revenue and Share by Manufactures (2015 and 2016)

### 2.3 United States Stationery and Cards Average Price by Manufactures (2015 and 2016)

### 2.4 Stationery and Cards Market Competitive Situation and Trends

#### 2.4.1 Stationery and Cards Market Concentration Rate

#### 2.4.2 Stationery and Cards Market Share of Top 3 and Top 5 Manufacturers

#### 2.4.3 Mergers & Acquisitions, Expansion

## **3 UNITED STATES STATIONERY AND CARDS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

- 3.1 United States Stationery and Cards Sales and Market Share by Type (2011-2016)
- 3.2 United States Stationery and Cards Revenue and Market Share by Type (2011-2016)
- 3.3 United States Stationery and Cards Price by Type (2011-2016)
- 3.4 United States Stationery and Cards Sales Growth Rate by Type (2011-2016)

#### **4 UNITED STATES STATIONERY AND CARDS SALES (VOLUME) BY APPLICATION (2011-2016)**

- 4.1 United States Stationery and Cards Sales and Market Share by Application (2011-2016)
- 4.2 United States Stationery and Cards Sales Growth Rate by Application (2011-2016)
- 4.3 Market Drivers and Opportunities

#### **5 UNITED STATES STATIONERY AND CARDS MANUFACTURERS PROFILES/ANALYSIS**

##### 5.1 Hallmark

- 5.1.1 Company Basic Information, Manufacturing Base and Competitors
- 5.1.2 Stationery and Cards Product Type, Application and Specification
  - 5.1.2.1 Type I
  - 5.1.2.2 Type II
- 5.1.3 Hallmark Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.1.4 Main Business/Business Overview

##### 5.2 Kokuyo

- 5.2.2 Stationery and Cards Product Type, Application and Specification
  - 5.2.2.1 Type I
  - 5.2.2.2 Type II
- 5.2.3 Kokuyo Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.2.4 Main Business/Business Overview

##### 5.3 Mitsubishi Pencil

- 5.3.2 Stationery and Cards Product Type, Application and Specification
  - 5.3.2.1 Type I
  - 5.3.2.2 Type II
- 5.3.3 Mitsubishi Pencil Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.3.4 Main Business/Business Overview

## 5.4 Crane

### 5.4.2 Stationery and Cards Product Type, Application and Specification

#### 5.4.2.1 Type I

#### 5.4.2.2 Type II

### 5.4.3 Crane Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

#### 5.4.4 Main Business/Business Overview

## 5.5 Shutterfly

### 5.5.2 Stationery and Cards Product Type, Application and Specification

#### 5.5.2.1 Type I

#### 5.5.2.2 Type II

### 5.5.3 Shutterfly Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

#### 5.5.4 Main Business/Business Overview

## 5.6 King Jim

### 5.6.2 Stationery and Cards Product Type, Application and Specification

#### 5.6.2.1 Type I

#### 5.6.2.2 Type II

### 5.6.3 King Jim Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

#### 5.6.4 Main Business/Business Overview

## 5.7 Languo

### 5.7.2 Stationery and Cards Product Type, Application and Specification

#### 5.7.2.1 Type I

#### 5.7.2.2 Type II

### 5.7.3 Languo Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

#### 5.7.4 Main Business/Business Overview

## 5.8 Avery

### 5.8.2 Stationery and Cards Product Type, Application and Specification

#### 5.8.2.1 Type I

#### 5.8.2.2 Type II

### 5.8.3 Avery Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

#### 5.8.4 Main Business/Business Overview

## 5.9 JAM Paper

### 5.9.2 Stationery and Cards Product Type, Application and Specification

#### 5.9.2.1 Type I

#### 5.9.2.2 Type II

5.9.3 JAM Paper Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

5.9.4 Main Business/Business Overview

5.10 Great Papers

5.10.2 Stationery and Cards Product Type, Application and Specification

5.10.2.1 Type I

5.10.2.2 Type II

5.10.3 Great Papers Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

5.10.4 Main Business/Business Overview

## **6 STATIONERY AND CARDS MANUFACTURING COST ANALYSIS**

6.1 Stationery and Cards Key Raw Materials Analysis

6.1.1 Key Raw Materials

6.1.2 Price Trend of Key Raw Materials

6.1.3 Key Suppliers of Raw Materials

6.1.4 Market Concentration Rate of Raw Materials

6.2 Proportion of Manufacturing Cost Structure

6.2.1 Raw Materials

6.2.2 Labor Cost

6.2.3 Manufacturing Expenses

6.3 Manufacturing Process Analysis of Stationery and Cards

## **7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

7.1 Stationery and Cards Industrial Chain Analysis

7.2 Upstream Raw Materials Sourcing

7.3 Raw Materials Sources of Stationery and Cards Major Manufacturers in 2015

7.4 Downstream Buyers

## **8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

8.1 Marketing Channel

8.1.1 Direct Marketing

8.1.2 Indirect Marketing

8.1.3 Marketing Channel Development Trend

8.2 Market Positioning

8.2.1 Pricing Strategy

- 8.2.2 Brand Strategy
- 8.2.3 Target Client
- 8.3 Distributors/Traders List

## **9 MARKET EFFECT FACTORS ANALYSIS**

- 9.1 Technology Progress/Risk
  - 9.1.1 Substitutes Threat
  - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

## **10 UNITED STATES STATIONERY AND CARDS MARKET FORECAST (2016-2021)**

- 10.1 United States Stationery and Cards Sales, Revenue Forecast (2016-2021)
- 10.2 United States Stationery and Cards Sales Forecast by Type (2016-2021)
- 10.3 United States Stationery and Cards Sales Forecast by Application (2016-2021)
- 10.4 Stationery and Cards Price Forecast (2016-2021)

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- Author List
- Disclosure Section
- Research Methodology
- Data Source
- Disclaimer

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Stationery and Cards

Table Classification of Stationery and Cards

Figure United States Sales Market Share of Stationery and Cards by Type in 2015

Table Application of Stationery and Cards

Figure United States Sales Market Share of Stationery and Cards by Application in 2015

Figure Stationery Specialists Examples

Figure Gift Shops Examples

Figure General Merchandise Retailers Examples

Figure Bookstores Examples

Figure Others Examples

Figure United States Stationery and Cards Sales and Growth Rate (2011-2021)

Figure United States Stationery and Cards Revenue and Growth Rate (2011-2021)

Table United States Stationery and Cards Sales of Key Manufacturers (2015 and 2016)

Table United States Stationery and Cards Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Stationery and Cards Sales Share by Manufacturers

Figure 2016 Stationery and Cards Sales Share by Manufacturers

Table United States Stationery and Cards Revenue by Manufacturers (2015 and 2016)

Table United States Stationery and Cards Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Stationery and Cards Revenue Share by Manufacturers

Table 2016 United States Stationery and Cards Revenue Share by Manufacturers

Table United States Market Stationery and Cards Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Stationery and Cards Average Price of Key Manufacturers in 2015

Figure Stationery and Cards Market Share of Top 3 Manufacturers

Figure Stationery and Cards Market Share of Top 5 Manufacturers

Table United States Stationery and Cards Sales by Type (2011-2016)

Table United States Stationery and Cards Sales Share by Type (2011-2016)

Figure United States Stationery and Cards Sales Market Share by Type in 2015

Table United States Stationery and Cards Revenue and Market Share by Type (2011-2016)

Table United States Stationery and Cards Revenue Share by Type (2011-2016)



Figure Revenue Market Share of Stationery and Cards by Type (2011-2016)

Table United States Stationery and Cards Price by Type (2011-2016)

Figure United States Stationery and Cards Sales Growth Rate by Type (2011-2016)

Table United States Stationery and Cards Sales by Application (2011-2016)

Table United States Stationery and Cards Sales Market Share by Application (2011-2016)

Figure United States Stationery and Cards Sales Market Share by Application in 2015

Table United States Stationery and Cards Sales Growth Rate by Application (2011-2016)

Figure United States Stationery and Cards Sales Growth Rate by Application (2011-2016)

Table Hallmark Basic Information List

Table Hallmark Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Figure Hallmark Stationery and Cards Sales Market Share (2011-2016)

Table Kokuyo Basic Information List

Table Kokuyo Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Kokuyo Stationery and Cards Sales Market Share (2011-2016)

Table Mitsubishi Pencil Basic Information List

Table Mitsubishi Pencil Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Mitsubishi Pencil Stationery and Cards Sales Market Share (2011-2016)

Table Crane Basic Information List

Table Crane Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Crane Stationery and Cards Sales Market Share (2011-2016)

Table Shutterfly Basic Information List

Table Shutterfly Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Shutterfly Stationery and Cards Sales Market Share (2011-2016)

Table King Jim Basic Information List

Table King Jim Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table King Jim Stationery and Cards Sales Market Share (2011-2016)

Table Languo Basic Information List

Table Languo Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Languo Stationery and Cards Sales Market Share (2011-2016)

Table Avery Basic Information List

Table Avery Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Avery Stationery and Cards Sales Market Share (2011-2016)

Table JAM Paper Basic Information List

Table JAM Paper Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table JAM Paper Stationery and Cards Sales Market Share (2011-2016)

Table Great Papers Basic Information List

Table Great Papers Stationery and Cards Sales, Revenue, Price and Gross Margin (2011-2016)

Table Great Papers Stationery and Cards Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Stationery and Cards

Figure Manufacturing Process Analysis of Stationery and Cards

Figure Stationery and Cards Industrial Chain Analysis

Table Raw Materials Sources of Stationery and Cards Major Manufacturers in 2015

Table Major Buyers of Stationery and Cards

Table Distributors/Traders List

Figure United States Stationery and Cards Production and Growth Rate Forecast (2016-2021)

Figure United States Stationery and Cards Revenue and Growth Rate Forecast (2016-2021)

Table United States Stationery and Cards Production Forecast by Type (2016-2021)

Table United States Stationery and Cards Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: United States Stationery and Cards Market Report 2016

Product link: <https://marketpublishers.com/r/UC122CFD76FEN.html>

Price: US\$ 3,800.00 (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/UC122CFD76FEN.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