

# **Global Stationery Market (By Product Type, Application & Regions): Insights & Forecast with Potential Impact of COVID-19 (2020-2024)**

<https://marketpublishers.com/r/GEA76DFE570BEN.html>

Date: December 2020

Pages: 93

Price: US\$ 1,600.00 (Single User License)

ID: GEA76DFE570BEN

## **Abstracts**

The global stationery market is forecasted to record growth at a CAGR of 9.50% during the period spanning 2020-2024. The market in 2024 is anticipated to be valued at US\$148.83 billion. Growth in the global stationery market was driven by several factors like rising literacy rate, growing number of internet users and increasing education expenditure. The market growth is expected to face detrimental impacts due to rising digitalization and increasing deforestation. The global stationery market is predicted to experience certain trends like surging enrolment in higher education and decreasing population with no education that would positively impact the market growth.

The global stationery market by product can be segmented into the following segments: paper based, ink based and art based. In 2019, the dominant share of market was held by paper based segment, followed by ink based and art based segment. The global stationery market by application can be segmented as follows: educational institutes and corporates. The highest share of the market in 2019 was held by educational institutes segment, followed by corporates segment.

The global stationery market by region can be segmented into the following regions: Asia Pacific and North America. Asia Pacific held the dominant share of the market in 2019, followed by North America. The rising number of schools and colleges in rural & urban areas and surging disposable income are some factors that contributed towards market growth.

Scope of the report:

The report provides a comprehensive analysis of the global stationery market

with potential impact of COVID-19.

The major regional markets such as Asia Pacific and North America have been analyzed, along with country analysis of China and the US.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Linc Pen & Plastics, Brother Industries, Kokuyo Co. Ltd., Staples, American Greetings Corporation and ODP Corporation) are also presented in detail.

#### Key Target Audience:

Stationery Manufacturers

Raw Material Providers

End Users (Businesses/Consumers)

Investment Banks

Government Bodies & Regulating Authorities

## Contents

### 1. MARKET OVERVIEW

- 1.1 Stationery - Introduction
- 1.2 Classification of Stationery
- 1.3 School Stationery
- 1.4 Office Stationery

### 2. IMPACT OF COVID-19

- 2.1 Impact on Global Economy
- 2.2 Impact on Online Education

### 3. MARKET ANALYSIS

- 3.1 Global Stationery Market by Value
- 3.2 Global Stationery Market Forecast by Value
- 3.3 Global Stationery Market by Product
  - 3.3.1 Global Paper Based Stationery Market by Value
  - 3.3.2 Global Paper Based Stationery Market Forecast by Value
  - 3.3.3 Global Ink Based Stationery Market by Value
  - 3.3.4 Global Ink Based Stationery Market Forecast by Value
  - 3.3.5 Global Art Based Stationery Market by Value
  - 3.3.6 Global Art Based Stationery Market Forecast by Value
- 3.4 Global Stationery Market by Application
  - 3.4.1 Global Educational Institutes Stationery Market by Value
  - 3.4.2 Global Educational Institutes Stationery Market Forecast by Value
  - 3.4.3 Global Corporates Stationery Market by Value
  - 3.4.4 Global Corporates Stationery Market Forecast by Value
- 3.5 Global Stationery Market by Region

### 4. REGIONAL MARKET

- 4.1 Asia Pacific
  - 4.1.1 Asia Pacific Stationery Market by Value
  - 4.1.2 Asia Pacific Stationery Market Forecast by Value
  - 4.1.3 China Stationery Market by Value
  - 4.1.4 China Stationery Market Forecast by Value

## 4.2 North America

- 4.2.1 North America Stationery Market by Value
- 4.2.2 North America Stationery Market Forecast by Value
- 4.2.3 The US Stationery Market by Value
- 4.2.4 The US Stationery Market Forecast by Value
- 4.2.5 The US Stationery Market Share by Application
- 4.2.6 The US Educational Institutes Stationery Market by Value
- 4.2.7 The US Educational Institutes Stationery Market Forecast by Value
- 4.2.8 The US Corporates Stationery Market by Value
- 4.2.9 The US Corporates Stationery Market Forecast by Value

## 4.3 ROW

- 4.3.1 ROW Stationery Market by Value
- 4.3.2 ROW Stationery Market Forecast by Value

# 5. MARKET DYNAMICS

## 5.1 Growth Drivers

- 5.1.1 Increasing Literacy Rate
- 5.1.2 Rising Internet User Population
- 5.1.3 Surging Per Capita Income
- 5.1.4 Rise in Education Expenditure
- 5.1.5 Rising Access to Rural Education

## 5.2 Key Trends & Developments

- 5.2.1 Declining Population with No Education
- 5.2.2 Rising Enrolment in Higher Education

## 5.3 Challenges

- 5.3.1 Increasing Digitalization
- 5.3.2 Upsurge in Deforestation

# 6. COMPETITIVE LANDSCAPE

## 6.1 Global Market

- 6.1.1 Revenue Comparison- Key Players
- 6.1.2 Market Capitalization Comparison- Key Players

## 6.2 China Market

- 6.2.1 China Stationery Market Share - Key Players

## 6.3 Japan Market

- 6.3.1 Japan Stationery Market Share – Key Players

## **7. COMPANY PROFILES**

### **7.1 Linc Pen & Plastics**

#### **7.1.1 Business Overview**

#### **7.1.2 Financial Overview**

#### **7.1.3 Business Strategies**

### **7.2 Brother Industries (Brother International Corporation)**

#### **7.2.1 Business Overview**

#### **7.2.2 Financial Overview**

#### **7.2.3 Business Strategies**

### **7.3 Kokuyo Co., Ltd.**

#### **7.3.1 Business Overview**

#### **7.3.2 Financial Overview**

#### **7.3.3 Business Strategies**

### **7.4 Staples**

#### **7.4.1 Business Overview**

#### **7.4.2 Business Strategies**

### **7.5 American Greetings Corporation**

#### **7.5.1 Business Overview**

#### **7.5.2 Business Strategies**

### **7.6 ODP Corporation**

#### **7.6.1 Business Overview**

#### **7.6.2 Financial Overview**

#### **7.6.3 Business Strategies**

## List Of Charts

### LIST OF CHARTS

#### Uses of Stationery

Global Stationery Market by Value (2015-2019)  
Global Stationery Market Forecast by Value (2020-2024)  
Global Stationery Market by Product (2019)  
Global Paper Based Stationery Market by Value (2015-2019)  
Global Paper Based Stationery Market Forecast by Value (2020-2024)  
Global Ink Based Stationery Market by Value (2015-2019)  
Global Ink Based Stationery Market Forecast by Value (2020-2024)  
Global Art Based Stationery Market by Value (2015-2019)  
Global Art Based Stationery Market Forecast by Value (2020-2024)  
Global Stationery Market by Application (2019)  
Global Educational Institutes Stationery Market by Value (2015-2019)  
Global Educational Institutes Stationery Market Forecast by Value (2020-2024)  
Global Corporates Stationery Market by Value (2015-2019)  
Global Corporates Stationery Market Forecast by Value (2020-2024)  
Global Stationery Market by Region (2019)  
Asia Pacific Stationery Market by Value (2015-2019)  
Asia Pacific Stationery Market Forecast by Value (2020-2024)  
China Stationery Market by Value (2015-2019)  
China Stationery Market Forecast by Value (2020-2024)  
North America Stationery Market by Value (2015-2019)  
North America Stationery Market Forecast by Value (2020-2024)  
The US Stationery Market by Value (2015-2019)  
The US Stationery Market Forecast by Value (2020-2024)  
The US Stationery Market Share by Application (2019)  
The US Educational Institutes Stationery Market by Value (2015-2019)  
The US Educational Institutes Stationery Market Forecast by Value (2020-2024)  
The US Corporates Stationery Market by Value (2015-2019)  
The US Corporates Stationery Market Forecast by Value (2020-2024)  
ROW Stationery Market by Value (2015-2019)  
ROW Stationery Market Forecast by Value (2020-2024)  
Global Literacy Rate (2014-2019)  
Global Internet User Population (2015-2021)  
Global Per Capita Income by Region (2016 & 2020)  
Global Education Expenditure (2015-2030)

Global Population Aged 15 Years & Above with No Education (2015-2035)  
Global Higher Education Enrolment (2015-2030)  
Global Education Technology Expenditure (Digital Spend) (2014-2020)  
Global Forest Area (% of Land Area) (2013-2019)  
Key Players – China Stationery Market Share (2019)  
Key Players – Japan Stationery Market Share (2019)  
Linc Pen & Plastic Revenue and Profit (2016-2020)  
Linc Pen & Plastic Revenue by Segment (2020)  
Linc Pen & Plastic Revenue by Region (2020)  
Brother Industries Revenue and Profit (2015-2019)  
Brother Industries Revenue by Segment (2019)  
Brother Industries Revenue by Region (2019)  
Kokuyo Co., Ltd. Net Sales and Profit (2015-2019)  
Kokuyo Co., Ltd. Net Sales by Segment (2019)  
ODP Corporation Sales and Net Income (2015-2019)  
ODP Corporation Sales by Segment (2019)

## List Of Tables

### LIST OF TABLES

Classification of Stationery

Key Players - Revenue Comparison (2019/2020)

Key Players – Market Capitalization Comparison (2020)



## I would like to order

Product name: Global Stationery Market (By Product Type, Application & Regions): Insights & Forecast with Potential Impact of COVID-19 (2020-2024)

Product link: <https://marketpublishers.com/r/GEA76DFE570BEN.html>

Price: US\$ 1,600.00 (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/GEA76DFE570BEN.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

