

## Worldwide Office Products Market: An Analysis

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The Office Product market is very large and fragmented. It includes almost everything used in office, from office stationeries/supplies like writing instruments, paper, cards, to computers and furniture. The top players in this market are Staples, Office Depot, OfficeMax, Corporate Express and Lyreco.

These companies in this market are generally superstores or distributors, and they do not manufacture products but source them. Private label brands are fast catching up with these retailers, as they are relatively cheaper than the national brands and provide good margins to these retailers. In fact these retailers are now becoming brands by themselves. Emerging markets like India are fast catching up with the trend. Global players and domestic businesses are getting into these markets to get an early share of a growing market.

This report gives an overview of the office products market with a global perspective. It discusses the industry, major players, type of customers this market caters to and its distribution channels. It also talks about the trends going on in the market and the shape this market is taking. Lastly it profiles the key players in this industry.

### Table of Content

#### 1. OVERVIEW

- Market Definition
- Supply Chain

#### 2. MARKET SIZE

##### 2.1 Global Market

- Exports by Countries
- Imports by Countries

##### 2.2 European Market

- Market Value
- Market Share

##### 2.3 North American Market

- Market Value
- Market Share
- Distribution Channels

##### 2.4 India

#### 3. MARKET FEATURES

##### 3.1 Market Drivers

### 3.2 Market Environment - North America

### 3.3 Market Trends

- Fragmented Market and Global Growth Opportunities
- North America Facing Retail Saturation
- Private Label Penetration
- Retailers Becoming a Brand

## 4. COMPANY PROFILES

### 4.1 Office Depot

- Overview
- Business Strategies
- Focusing on Top Line growth
- Generating free cash flow

### 4.2 OfficeMax

- Overview
- Business Strategies
- Supply Chain Turnaround
- Increasing Profitability and Reducing costs

### 4.3 Staples

- Overview
- Business Strategies
- Reaching out to Customers
- Real Estate Strategy: Expanding Store Base

### 4.4 Corporate Express

- Overview
- Business Strategies
- Generating Profitable and Sustainable Sales Growth

## LIST OF TABLES

- Global Exports of Office Stationery by Countries
- Global Imports of Office Stationery by Countries
- Revenues by Retail & Commercial Channels (2002-08E)
- North American Market Environment by Sales Channel
- Growth Drivers for Private Label Penetration
- Office Supply Stores in US – Key Statistics (2003-07)
- Copy Machine & Office Supplies Wholesaling in US (2003-07)
- Office Depot's Market Share (2002-08E)
- OfficeMax's Market Share (2002-08E)
- Staples' Market Share (2002-08E)

## LIST OF CHARTS

- Office Product Market Supply Chain
- Western Europe Industry Sales
- European Contract Distribution Market Share
- US Office Products Industry
- North American Office Product Market Share
- US School and Office Products Market, Annual Revenues (2002-08E)
- US Office Product Contract Distribution Market Share
- Office Supply Stores in US – Market Share (2007)
- Copy Machine & Office Supplies Wholesaling in US – Market Share (2007)
- Office Depot - Sales & Office Supply Stores Growth
- OfficeMax - Sales and Assets Growth (2003-07)

Staples' - Sales & Office Supply Stores Growth (2003-07)  
Corporate Express - Sales and Assets Growth (2003-07)

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