

# Worldwide Office Products Market: An Analysis



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## 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.

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