Stationery Products - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Stationery Products in US$ Million by the following Product Segments: Printing Supplies (Carbon & Stencil Paper, Inked Ribbons, & Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes, & Others), Marking Devices (Hand Stamps, & Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper, & Others), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers, & Pencils/Art Goods) and Other Stationery Products.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East/Africa, and Latin America. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 464 companies including many key and niche players such as -

- A. T. Cross Company
- ACCO Brands Corporation
- Adveo Group International SA
- American Greetings Corporation
- Archies Limited

Contents:

STATIONERY PRODUCTS
A GLOBAL STRATEGIC BUSINESS REPORT

CONTENTS

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW
A Prelude
Seasonality is the Norm, Rather than an Exception
'Back-to-School'
A Busy Period for Stationery Suppliers
Education Sector
A Major Market for Stationery Products
Rising Education Levels to Inject Demand
Table 1: Adult Literacy Rate in Developing World (in %) (includes corresponding Graph/Chart)
Table 2: Education as % of GNP Across Select Countries
Office Supplies Adds to the Demand for Stationery Products
Impact of Recession in Retrospect
European Debt Crisis Squeezes Demand in Europe in 2012 & 2013
US Economy Slows Down in Early 2013, Drags Down Demand for Stationery Products
Improvement in Global GDP Performance Encourages Optimistic Forecasts for 2015 & Beyond
Table 3: World GDP (2013-2016): Breakdown of Percentage GDP Growth by Select Country/Region (includes
2. COMPETITIVE SCENARIO

Major Players in the Stationery Products Market
Rubbermaid and BIC Battle it out at the Top

Table 5: World Stationery Products Market (2015): Percentage Share Breakdown of Value Sales by Leading Players
Newell Rubbermaid, BIC, Pilot, Mitsubishi, M&G, Zebra, Faber Castell, Pentel, and Others (includes corresponding Graph/Chart)

Mailing Supplies
Regional Players Dominate Niche Markets
Paper-based Stationery Products & Office Supplies
Writing & Marking Instruments

Richemont Leads the High-End Luxury Writing Instrument Market

Table 6: World High-End Luxury Writing Instrument Market by Leading Players (2014): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)
Competition: Noteworthy Trends
Variety, Quality and Price
A Stationer's Mantra for Success

Manufacturers Up their Marketing Strategies to Attract Customers
Trade Shows
Internet Promotions
Sub-niche Advertising
Mobile Network Advertising
Its All in the Name
Brand Value Does Count
Private Label Products
Useful Strategy

Manufacturers Re-launch Stationery Products
Right Locations
Staying Closer to the Consumers

Anti-Dumping Duties Destabilize Chinese Exports

3. GLOBAL TRADE SCENARIO
Carbon Paper and Self-Copy Paper of Width > 36 cm

Table 7: Global Exports of Carbon Paper and Self-Copy Paper of Width > 36 cm (2013 & 2014): Percentage Share Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 8: Global Imports of Carbon Paper and Self-Copy Paper of Width > 36 cm (2013 & 2014): Percentage Share Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)

Envelopes for Mail, Cards, Writing Compendiums

Table 9: Global Exports of Envelopes for Mail, Cards, Writing Compendiums (2013 & 2014): Percentage Share Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 10: Global Imports of Envelopes for Mail, Cards, Writing Compendiums (2013 & 2014): Percentage Share Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)

Office Books, Forms, Exercise Books, Folders, Binders


Pens (Writing), Mechanical Pencils, Parts

Table 13: Global Exports of Pens (Writing), Mechanical Pencils, Parts (2013 & 2014): Percentage Share Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 14: Global Imports of Pens (Writing), Mechanical Pencils, Parts (2013 & 2014): Percentage Share Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)

Pencils (Ordinary), Pencil Leads, Chalks, Pastels

Table 15: Global Exports of Pencils (Ordinary), Pencil Leads, Chalks, Pastels (2013 & 2014): Percentage Share Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 16: Global Imports of Pencils (Ordinary), Pencil Leads, Chalks, Pastels (2013 & 2014): Percentage Share Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)
Typewriter & Similar Ribbons, Ink Pads
Table 17: Global Exports of Typewriter & Similar Ribbons, Ink Pads (2013 & 2014): Percentage Share Breakdown of Value Exports by Exporting Country (includes corresponding Graph/Chart)
Table 18: Global Imports of Typewriter & Similar Ribbons, Ink Pads (2013 & 2014): Percentage Share Breakdown of Value Imports by Importing Country (includes corresponding Graph/Chart)

4. MARKET TRENDS, GROWTH DRIVERS & ISSUES
Paper-Based Products
Traditional Revenue Contributors
Increasing Sales of Gift-Wrap and Party Goods
Writing Instruments
A Review
Writing Instruments Growth Drivers (On a Scale of 1-10)
Pens/Markers Are Here to Stay
Premium Fountain Pens
Stand Tall
Personalization of Pens: The Emerging Trend
Pens in the Competitive List of Gifts
Europe Leads the Luxury Writing Instruments Market
Table 19: World Luxury Writing Instrument Market by Region (2014): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)
Emerging Markets Drive Traditional Pens and Pencils Sector
Envelopes Market
A Review
Favorable Demographics Augur Well for Educational Stationery Products Market
Table 20: Global (0-14 Years) Population by Country (2013) (includes corresponding Graph/Chart)
Table 21: Global New Births (2012) by Geographic Region (includes corresponding Graph/Chart)
Youth Bulge Augurs Well for Stationery Products Market
Table 22: Global Youth Population (in Millions) Between the Ages of 10 to 24 Years by Country/Region: 2013 & 2050 (includes corresponding Graph/Chart)
Table 23: Percentage of Youth Population (Aged 10-24 Years) Enrolled in Secondary School by Gender (2005-2011) (includes corresponding Graph/Chart)
Spurt in Enterprise Activity & Rising Number of Office Starts Drive Office Stationery
The Home Office
An Emerging Market Segment
Women
The Largest Home Office Users
Features in Home-Office Supplies Increasingly Preferred by Consumers (Rating on Scale of 1-10, 1 being the least)
Electronic Age Presents Mixed Bag of Opportunities & Challenges for Stationery Products
With Complete Paperless World Still Far From Reality, Internet Not an Immediate Threat to Stationery Products
Student Community Still Prefers Paper-Based Stationery Products
Growth of Writing Instruments Undeterred by Technological Onslaught
Pencil Makers Go the Digital Way
Pen Manufacturers Continue to Find Demand Despite Growing Preference for Digital Solutions
e-Retailing Avenue
Opportunity Brought Forth by Internet for Stationery Products
Technological Advances & Product Developments Spearhead Market Growth
Innovation and Uniqueness
What Sets Them Apart
Widening Product Range
Stationery Products Gives into Fashion Trends
Growing Demand for Fashionable and Stylish Writing Instruments
A Case in Point
Eye Catching Colors and Designs
Dressing Up the Market
Binders and Notebooks Emerge as Fashionable Items
Fashion Beckons but Practicality Holds Back
Technology Developments in Writing Instruments Herald a Silent Revolution
The ‘Green Trend’
Assaying the Environmental Cause
New Trends Blur Distinction Between Home & School Supplies
Licensed Products Drive Sales
Pricing Pressure and Environmental Packaging Remain Major Concerns

5. PRODUCT OVERVIEW
Printing Supplies
Carbon & Stencil Paper
Inked Ribbons
Inks & Toners
Ink
Toner
Mailing Supplies
Padded Envelopes
Paper Envelopes
Sealing Tapes
Other Mailing Supplies
Marking Devices
Hand Stamps
Stencils
Paper-Based Stationery Products
Business Forms & Books
Exercise Books
Message Notes
Note Books
Organizers
Scrap Books
Writing Pads
Writing/Printing/Copying Paper
Other Paper-based Stationery Products
Address/Phone Books
Binders
3-Ring Binders
Coil Binders
Custom Binders
Leather Binders
School Binders
Spiral Binders
Zipper Binders
Diaries
Filing Products
File Folders & Holders
Portfolios
Indexing Products
Party Goods
Writing & Marking Instruments
Pens/Markers
Ballpoint & Gel Pens
Rollerball Pens
Mechanical Pens
Fountain Pens
Markers
Pencils & Art Goods
Wood Cased Pencils
Mechanical Pencils
Art Goods
Other Stationery Products
Erasers
Hole-Punchers
Staplers & Staples
Calculators

6. DISTRIBUTION AND PROMOTION DYNAMICS
Discount Stores and Super Stores Monopolizing the Market
Super Specialty Stores for Office Products
Retailers
Hypermarkets and Departmental Stores
Licensing & Ethnic Themes by Suppliers to Increase Sales
Exclusive Boutiques to Popularize Wide Range of Writing Instruments
Even Non-Stationery Retailers Keen on Tapping Opportunities in Stationery Market

7. PRODUCT INTRODUCTIONS/INNOVATIONS
Upkar Prakashan Introduces Stationery Product Line
Office Depot Rolls Out New Line of TUL Writing Instruments
Chrysal Rolls Out ‘Krux’ Brand Stationary Products
Shachihata Forays into Indian Market
Swingline® and Skinit® to Unveil Novel Personalized Stapler
Office Depot to Unveil ‘NCredible™’ Back-to-School Product Line in Collaboration with Nick Cannon
Swingline® Unveils Novel Fashionable Staplers
OfficeMax Unveils New Products by Extending its Private Brand Writing Product Line
ACCO Brands Unveils Wilson Jones® Heavy Duty and Ultra Duty Binders
ACCO Brands Unveils Swingline™ GBC® Fusion™ Laminators

8. RECENT INDUSTRY ACTIVITY
Staples Acquires Office Depot
Double A Partners with ADVEO
CSS Acquires Hollywood Ribbon
ADVEO Inks Deal with Evolis
KOKUYO Begins Construction Project in India
Laura Ashley Joins Hands with PaperStyle.com
Generational Equity Announces Acquisition of Therese Saint Clair, May Holdings and LLC by Catamount
RR Donnelley Takes Over North American Operations of Esselte
Adveo Inks Agreement with Springwater Capital for Sale of its Industrial Business Unit
International Greetings Sells Non-Licensed Division of Alligator Books
Bic Acquires Stake in Cello Pens
Pelikan Artline to Take Over Jasco Office Products
ACCO Brands’ GBC to partner with Duplo as a Dealer
Shachihata to Foray into Indian Stationery Products Market
Weiss Family Takes Over American Greetings
Cenveo Takes Over National Envelope
Merlion Acquires Bureaucrat
ADVEO Takes Over Buro+
HSGP Investments Takes Over Letts Filofax Group
Office Depot and OfficeMax Complete Merger
Seiko Epson Partners with Adveo France
Minted Raises Funds in its Series C Financing
OfficeMax® Partners with Chicago Cubs
Justick International Partners with OfficeMax

9. FOCUS ON SELECT PLAYERS
A. T. Cross Company (US)
ACCO Brands Corporation (US)
Adveo Group International SA (Spain)
American Greetings Corporation (US)
Archies Limited’ (India)
Aurora DUE s.r.l. (Italy)
Brother International Corporation (US)
Canon U.S.A., Inc. (US)
CSS Industries Inc. (US)
Dixon Ticonderoga Company (US)
Groupe Hamelin (France)
Hallmark Cards, Inc. (US)
Herlitz PBS AG (Germany)
Hewlett-Packard Development Company, L.P. (US)
International Greetings Plc (UK)
International Writing Instrument Corp. (Taiwan)
Kokuyo Co., Ltd. (Japan)
Letts Filofax Group Ltd. (UK)
10. GLOBAL MARKET PERSPECTIVE

Table 24: World Recent Past, Current & Future Analysis for Stationery Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 25: World Historic Review for Stationery Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 26: World 14-Year Perspective for Stationery Products by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 27: World Recent Past, Current & Future Analysis for Stationery Products by Product Group
Printing Supplies, Mailing Supplies, Marking Devices, Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments, and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 28: World Historic Review for Stationery Products by Product Group
Printing Supplies, Mailing Supplies, Marking Devices, Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments, and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 29: World 14-Year Perspective for Stationery Products by Product Group
Percentage Breakdown of Dollar Sales for Printing Supplies, Mailing Supplies, Marking Devices, Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments, and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Analysis by Product Group

Table 30: World Recent Past, Current & Future Analysis for Printing Supplies by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 31: World Historic Review for Printing Supplies by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 32: World 14-Year Perspective for Printing Supplies by Geographic Region
Percentage Breakdown of Dollar Sales for Printing Supplies by Geographic Region for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 33: World Recent Past, Current & Future Analysis for Printing Supplies by Product Segment
Carbon & Stencil Papers, Inked Ribbons, and Inks & Toners Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 34: World Historic Review for Printing Supplies by Product Segment
Carbon & Stencil Papers, Inked Ribbons, and Inks & Toners Independently Analyzed with Annual Sales Figures for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 35: World 14-Year Perspective for Printing Supplies by Product Segment
Percentage Breakdown of Dollar Sales for Carbon & Stencil Papers, Inked Ribbons, and Inks & Toners for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 36: World Recent Past, Current & Future Analysis for Mailing Supplies by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 37: World Historic Review for Mailing Supplies by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 38: World 14-Year Perspective for Mailing Supplies by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 39: World Recent Past, Current & Future Analysis for Mailing Supplies by Product Segment
Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 40: World Historic Review for Mailing Supplies by Product Segment
Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 41: World 14-Year Perspective for Mailing Supplies by Product Segment
Percentage Breakdown of Dollar Sales for Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 42: World Recent Past, Current & Future Analysis for Marking Devices by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 43: World Historic Review for Marking Devices by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 44: World 14-Year Perspective for Marking Devices by Geographic Region
Percentage Breakdown of Dollar Sales for Hand Stamps and Stencils Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 45: World Recent Past, Current & Future Analysis for Marking Devices by Product Segment
Hand Stamps and Stencils Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 46: World Historic Review for Marking Devices by Product Segment
Hand Stamps and Stencils Markets Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 47: World 14-Year Perspective for Marking Devices by Product Segment
Percentage Breakdown of Dollar Sales for Hand Stamps and Stencils Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 48: World Recent Past, Current & Future Analysis for Paper-Based Stationery Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 49: World Historic Review for Paper-Based Stationery Products by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 50: World 14-Year Perspective for Paper-Based Stationery Products by Geographic Region
Percentage Breakdown of Dollar Sales for Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 51: World Recent Past, Current & Future Analysis for Paper-Based Stationery Products by Product Segment
Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 52: World Historic Review for Paper-Based Stationery Products by Product Segment
Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 53: World 14-Year Perspective for Paper-Based Stationery Products by Product Segment
Percentage Breakdown of Dollar Sales for Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)  
Table 54: World Recent Past, Current & Future Analysis for Filing Products by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes  
corresponding Graph/Chart)  
Table 55: World Historic Review for Filing Products by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes  
corresponding Graph/Chart)  
Table 56: World 14-Year Perspective for Filing Products by Geographic Region  
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle  
East/Africa and Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)  
Table 57: World Recent Past, Current & Future Analysis for Party Goods by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes  
corresponding Graph/Chart)  
Table 58: World Historic Review for Party Goods by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes  
corresponding Graph/Chart)  
Table 59: World 14-Year Perspective for Party Goods by Geographic Region  
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle  
East/Africa and Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)  
Table 60: World Recent Past, Current & Future Analysis for Writing & Marking Instruments by Geographic  
Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes  
corresponding Graph/Chart)  
Table 61: World Historic Review for Writing & Marking Instruments by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes  
corresponding Graph/Chart)  
Table 62: World 14-Year Perspective for Writing & Marking Instruments by Geographic Region  
Percentage Breakdown of Dollar Sales for Pens/Markers and Pencils/Art Goods for Years 2007, 2015 and  
2020 (includes corresponding Graph/Chart)  
Table 63: World Recent Past, Current & Future Analysis for Other Stationery Products by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2014 through 2020 (includes  
corresponding Graph/Chart)  
Table 64: World Historic Review for Other Stationery Products by Geographic Region  
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East/Africa and Latin America Markets  
Independently Analyzed with Annual Sales Figures in US$ Million for Years 2007 through 2013 (includes  
corresponding Graph/Chart)  
Table 65: World 14-Year Perspective for Other Stationery Products by Geographic Region  
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle  
East/Africa and Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)  

III. MARKET  

1. THE UNITED STATES  
A. Market Analysis  
Current & Future Analysis  
Market Overview
Factors Propelling Demand for Stationery
Increase in School Enrollments
Work-at-Home Trend on the Upward
Increased Usage with Computers
Baby Boomers Promoting the Market
Market Grows After a Brief Slowdown in 2013

Market Trends
Elimination of Intermediaries
Mass Retailers Come into Prominence
Writing/Marking Instruments

Market Scenario
Pens Inking the Most Sales
High-End Pens Market
Jewelers' Acceptance of Luxury Pens: Factors Involved

Pricing
A Major Competitive Ploy

Competitive Scenario

BIC Corp., Newell Rubbermaid, Pentel of America, Pilot Corp. of America, Zebra Pen, and, Others (includes corresponding Graph/Chart)

Table 70: US Markers Market (2014): Percentage Value Breakdown by Brand for BIC-Markit, Crayola, Crayola Color Explosion, Crayola Color Wonder, Sanford Sharpie, and, Others (includes corresponding Graph/Chart)

Table 71: US Crayon Market (2014): Percentage Value Breakdown by Brand for Crayola, Crayola Telescoping, Crayola Twist Tables, Cra-Z-Art, RoseArt, and, Others (includes corresponding Graph/Chart)

Table 72: US Correctional Products Market (2013): Percentage Share Breakdown of Dollar Sales by Leading Company
BIC, Newell Rubbermaid, and Others (includes corresponding Graph/Chart)

Table 73: US Office Stationery Market (2013): Percentage Share Breakdown of Sales by Leading Players
(includes corresponding Graph/Chart)

Key Statistics
Table 74: US Writing Instruments Market (2013): Percentage Share Breakdown of Unit Shipments by Product Group
Pen Products, Pencil Products, Marker and Highlighter Products and Correction Products (includes corresponding Graph/Chart)

Table 75: US Writing and Marking Instruments Market (2013): Percentage Share Breakdown of Sales by Distribution Channel
Retail, Commercial, Institutional, E-Commerce and Others (includes corresponding Graph/Chart)

Table 76: US Writing and Marking Instrument Market (2013): Percentage Share Breakdown of Sales by Retail Distribution Channel
Mass Merchandisers & Discount Stores, Superstores, Drugstores, Supermarkets/Grocery Stores and Others (includes corresponding Graph/Chart)

Table 77: US Pens Market (2013): Percentage Share Breakdown of Volume Sales by Distribution Channel
Mass Merchants, Drug Stores, Food Stores and Food/Drugstores (includes corresponding Graph/Chart)

Table 78: US Pen Products Market (2013): Percentage Share Breakdown of Unit Shipments by Product Type
Ball Point (Retrac), Ball Point (Stick), Gel Ink, Roller Ball, Porous Point and Fountain (includes corresponding Graph/Chart)

Table 79: US Pencils Market (2013): Percentage Share Breakdown of Unit Shipments by Product Type
Wood Encased Pencil, Mechanical Pencil and Colored (includes corresponding Graph/Chart)

Table 80: US Marker & Highlighter Products Market (2013): Percentage Share Breakdown of Unit and Value Shipments by Product Type
Highlighters, Permanent and Others (includes corresponding Graph/Chart)

Table 81: US Correction Products Market (2013): Percentage Share Breakdown of Unit and Value Shipments by Product Type
Fluids, Pens and Tapes (includes corresponding Graph/Chart)

Export/Import Scenario
Carbon or Copy Paper and Matrix Paper

Table 82: US Exports of Carbon or Copy Paper; Matrix Paper, Decalcomania and the like in Rolls/Sheets (2013 & 2014): Percentage Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)

Table 83: US Imports of Carbon or Copy Paper; Matrix Paper, Decalcomania and the like in Rolls/Sheets (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Envelopes, Cards and Other Stationery Articles of Paper
Table 84: US Exports of Envelopes, Cards and Other Stationery Articles of Paper (2013 & 2014): Percentage Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 85: US Imports of Envelopes, Cards and Other Stationery Articles of Paper (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Albums, Unprinted Books, Letter Pads, Business Forms, Book Covers and Similar Articles of Paper
Pens, Markers, Duplicating Stylus, Pen/Pencil Holders and Other Parts for Pens
Table 88: US Exports of Pens, Markers, Duplicating Stylus, Pen/Pencil Holders and Other Parts for Pens (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 89: US Imports of Pens, Markers, Duplicating Stylus, Pen/Pencil Holders and Other Parts for Pens (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Pencils and Crayons, Pencil Leads, Pastels, Drawing Charcoals, and Chalks
Table 90: US Exports of Pencils and Crayons; Pencil Leads; Pastels, Drawing Charcoals, and Chalks (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 91: US Imports of Pencils and Crayons; Pencil Leads; Pastels, Drawing Charcoals, and Chalks (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Typewriter Ribbons and Ink Pads
Table 92: US Exports of Typewriter Ribbons and Ink Pads (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 93: US Imports of Typewriter Ribbons and Ink Pads (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Product Launches
Strategic Corporate Developments
Select Players
B. Market Analytics
Table 94: US Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons, Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers, Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 95: US Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons, Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers, Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 96: US 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons, Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers, Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Current & Future Analysis
Trends in Writing Instrument Market
Digitalization Condenses Demand for Office Stationery
Export/Import Scenario
Carbon or Copy Paper and Matrix Paper
Table 97: Canadian Exports of Carbon or Copy Paper; Matrix Paper, Decalcomania and the like in Rolls/Sheets (2013 & 2014): Percentage Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 98: Canadian Imports of Carbon or Copy Paper; Matrix Paper, Decalcomania and the like in Rolls/Sheets (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Table 99: Canadian Exports of Envelopes, Cards and Other Stationery Articles of Paper (2013 & 2014): Percentage Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 100: Canadian Imports of Envelopes, Cards and Other Stationery Articles of Paper (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Table 101: Canadian Exports of albums, Unprinted Books, Letter Pads, Business forms, Book Covers and Similar Articles of Paper (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 102: Canadian Imports of albums, Unprinted Books, Letter Pads, Business forms, Book Covers and Similar Articles of Paper (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Table 103: Canadian Exports of Pens, Markers, Duplicating Stylos, Pen/Pencil Holders and Other Parts for Pens (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Origin (includes corresponding Graph/Chart)
Table 104: Canadian Imports of Pens, Markers, Duplicating Stylos, Pen/Pencil Holders and Other Parts for Pens (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Table 105: Canadian Exports of Pencils and Crayons, Pencil Leads, Pastels, Drawing Charcoals, and Chalks (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 106: Canadian Imports of Pencils and Crayons, Pencil Leads, Pastels, Drawing Charcoals, and Chalks (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Table 107: Canadian Exports of Typewriter Ribbons and Ink Pads (2013 & 2014): Percentage Share Breakdown of Export Value by Country of Destination (includes corresponding Graph/Chart)
Table 108: Canadian Imports of Typewriter Ribbons and Ink Pads (2013 & 2014): Percentage Share Breakdown of Import Value by Country of Origin (includes corresponding Graph/Chart)
Resolute Forest Products
A Key Player
B Market Analytics
Table 109: Canadian Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Table 110: Canadian Historic Review for Stationery Products by Product Group/Segment
Table 111: Canadian 14-Year Perspective for Stationery Products by Product Group/Segment
Table 112: Canadian Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Table 113: Canadian Historic Review for Stationery Products by Product Group/Segment
Table 114: Canadian 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons, Inks &
3. JAPAN
A. Market Analysis
Current & Future Analysis
Stationery and Office Supplies as Gift Items
A Robust Market Opportunity
Key Market Characteristics Manufacturers Should Take Note Of
Stress on Value for Price
Promotional Activities of Products Play a Key Role
Writing Instruments
Water-based Ball Point Pens Preferred Over Oil-based
Table 112: Japanese Ball Point Pens Market (2014 & 2015): Percentage Share Breakdown of Value Sales by Type
Water-based and Oil-based (includes corresponding Graph/Chart)
End-Users
White Collared Employees Constitute 1/3rd of Total Workers
End Users
A Categorization
Schools
Corporate End-User
Distribution Practices
Collapse of the Three-Layered Distribution System
Adapting to the Changing Business Environment
Internet Retailing Gaining Importance
Catalog Marketing
Another Distribution Channel
Suppliers Finding Capable Distributors and Agents
Mass Media Advertising Used to Create Product Awareness
Competition
Table 113: Japanese Pencils Market (2013): Percentage Share Breakdown of Value Sales by leading Players (includes corresponding Graph/Chart)
Table 114: Japanese Mechanical Pencils Market (2013): Percentage Share Breakdown of Value Sales by Leading Players (includes corresponding Graph/Chart)
Table 115: Japanese Ballpoint Pens Market (2013): Percentage Share Breakdown of Value Sales by Leading Players (includes corresponding Graph/Chart)
Strategic Corporate Development
Select Players
B. Market Analytics
Table 116: Japanese Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 117: Japanese Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 118: Japanese 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks
& Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
Current & Future Analysis
Market Primer
Opportunities Ahead
Distribution Channel
European Stationery Market: Major Distribution Channels for Key End-User Segments
Distribution Channels for Writing Instruments
Table 119: European Writing Instruments Market (2014): Percentage Share Breakdown of Value Sales by Distribution Channel
Stationers, Retailers, Department Stores, and Others (includes corresponding Graph/Chart)
Stationery Trade Statistics for Extra-EU28
Carbon Paper, Self-Copy Paper and Other Copying or Transfer Papers
Table 120: Imports of Extra-EU28 for Carbon Paper, Self-Copy Paper and Other Copying or Transfer Papers (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 121: Exports of Extra-EU28 for Carbon Paper, Self-Copy Paper and Other Copying or Transfer Papers (2013 & 2014): Percentage Breakdown of Value Exports by Country of Destination (includes corresponding Graph/Chart)
Envelopes, Letter Cards, Boxes, Pouches, and Writing Compendiums
Table 123: Exports of Extra-EU28 for Envelopes, Letter Cards, Boxes, Pouches, and Writing Compendiums (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Registers, Account Books, Notebooks, Letter Pads, Diaries and Other Articles of Stationery
Table 125: Exports of Extra-EU28 for Registers, Account Books, Notebooks, Letter Pads, Diaries and Other Articles of Stationery (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders; Part
Table 126: Imports of Extra-EU28 for Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders; Parts (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 127: Exports of Extra-EU28 for Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders; Parts (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks
Table 128: Imports of Extra-EU28 for Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 129: Exports of Extra-EU28 for Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Typewriter or Similar Ribbons, Ink-Pads
Table 130: Imports of Extra-EU28 for Typewriter or Similar Ribbons, Ink-Pads (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 131: Exports of Extra-EU28 for Typewriter or Similar Ribbons, Ink-Pads (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Stationery Trade Statistics for Intra-EU28
Carbon Paper, Self-Copy Paper and Other Copying or Transfer Papers
Table 133: Exports of Intra-EU28 for Carbon Paper, Self-Copy Paper and Other Copying or Transfer Papers (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Envelopes, Letter Cards, Boxes, Pouches, and Writing Compendiums
Table 135: Exports of Intra-EU28 for Envelopes, Letter Cards, Boxes, Pouches, and Writing Compendiums (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Registers, Account Books, Notebooks, Letter Pads, Diaries and Other Articles of Stationery
Table 137: Exports of Intra-EU28 for Registers, Account Books, Notebooks, Letter Pads, Diaries and Other Articles of Stationery (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders
Table 138: Imports of Intra-EU28 for Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders; Parts (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 139: Exports of Intra-EU28 for Pens, Duplicating Stylos, Propelling Pencils, Pen-Holders; Parts (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks
Table 140: Imports of Intra-EU28 for Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 141: Exports of Intra-EU28 for Pencils, Crayons, Pencil Leads, Pastels, Drawing Charcoals, Writing or Drawing Chalks and Tailors' Chalks (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
Typewriter or Similar Ribbons, Ink-Pads
Table 142: Imports of Intra-EU28 for Typewriter or Similar Ribbons, Ink-Pads (2013 & 2014): Percentage Breakdown of Value Imports by Country of Origin (includes corresponding Graph/Chart)
Table 143: Exports of Intra-EU28 for Typewriter or Similar Ribbons, Ink-Pads (2013 & 2014): Percentage Breakdown of Value Exports by Destination Country (includes corresponding Graph/Chart)
B. Market Analytics
Table 144: European Recent Past, Current & Future Analysis for Stationery Products by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 145: European Historic Review for Stationery Products by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 146: European 14-Year Perspective for Stationery Products by Geographic Region
Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 147: European Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 148: European Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 149: European 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Current & Future Analysis
Market Overview
Table 150: French Stationery, Office and School Supplies Market (2013): Percentage Share Breakdown of Value Sales by Distribution Channel (includes corresponding Graph/Chart)
Strategic Corporate Development
Select Players
B. Market Analytics
Table 151: French Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 152: French Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 153: French 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis
Current & Future Analysis
A Primer
Trends Impacting German Stationery Industry
Distribution Dynamics
Table 154: German Stationery, Office and School Supplies Market (2013): Percentage Share Breakdown of Value Sales by Distribution Channel (includes corresponding Graph/Chart)
Select Players
B. Market Analytics
Table 155: German Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 156: German Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products), Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 157: German 14-Year Perspective for Stationery Products by Product Group/Segment


4c. ITALY

A. Market Analysis

Current & Future Analysis

Market Scenario

Table 158: Italian Stationery, Office and School Supplies Market (2013): Percentage Share Breakdown of Value Sales by Distribution Channel (includes corresponding Graph/Chart)

A. Key Player
B. Market Analytics

Table 159: Italian Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment


Table 160: Italian Historic Review for Stationery Products by Product Group/Segment

Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007 through 2013 (includes corresponding Graph/Chart).

Table 161: Italian 14-Year Perspective for Stationery Products by Product Group/Segment

Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007 through 2013 (includes corresponding Graph/Chart).

4d. THE UNITED KINGDOM

A. Market Analysis

Current & Future Analysis

Market Overview

End-use Segments

Writing Instruments Market

Ergonomics - A Buzz Word in Writing Instruments

Distribution Dynamics

Table 162: UK Stationery, Office and School Supplies Market (2013): Percentage Share Breakdown of Value Sales by Distribution Channel (includes corresponding Graph/Chart)

Strategic Corporate Development

Select Players

B. Market Analytics

Table 163: UK Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment

Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/ Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 164: UK Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 165: UK 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4e. SPAIN
A. Market Analysis
Current & Future Analysis
Stationery Products Market Scenario
Rising Demand for Luxury Stationery Products Augments Market Growth

Table 166: Spanish Stationery, Office and School Supplies Market (2013): Percentage Share Breakdown of Value Sales by Distribution Channel (includes corresponding Graph/Chart)

Strategic Corporate Development
Adveo Group International Sa
A Key Player

B. Market Analytics

Table 167: Spanish Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 168: Spanish Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 169: Spanish 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4f. RUSSIA
A. Market Analysis
Current & Future Analysis
Overview
Stationery Products Manufacturing in Russia
Mixed Case Scenario
Ballpoint Pens: The Product of Choice
Distribution Market Dynamics
Retail Statistics
A Perspective

Table 170: Russia Writing Instruments Market (2013): Percentage Share Breakdown of Sales by Distribution Channel
Dealers, Retailers, Direct to Clients and Superstores (includes corresponding Graph/Chart)

Table 171: Russia Office Products Market (2013): Percentage Share Breakdown of Sales by Distribution Channel
Retailers, Dealers, Direct from Manufacturer, Superstores and Others (includes corresponding Graph/Chart)

Strategic Corporate Development
B. Market Analytics

Table 172: Russian Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 173: Russian Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 174: Russian 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
A. Market Analysis
Current & Future Analysis
Focus on Key Regional Markets
Austria
Benelux Countries
Ireland
Greece
Hungary
Nordic Countries
Strategic Corporate Development
Major Players
B. Market Analytics

Table 175: Rest of Europe Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 176: Rest of Europe Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 177: Rest of Europe 14-Year Perspective for Stationery Products by Product Group/Segment

Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

A. Market Analysis

Current & Future Analysis

Distribution Channels for Writing Instruments

Table 178: Asia-Pacific Writing Instruments Market (2014): Percentage Share Breakdown of Value Sales by Distribution Channel

Stationers, Retailers, Department Stores, and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 179: Asia-Pacific Recent Past, Current & Future Analysis for Stationery Products by Geographic Region

China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 180: Asia-Pacific Historic Review for Stationery Products by Geographic Region

China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 181: Asia-Pacific 14-Year Perspective for Stationery Products by Geographic Region

Percentage Breakdown of Dollar Sales for China, India and Rest of Asia-Pacific Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Table 182: Asia-Pacific Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment

Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 183: Asia-Pacific Historic Review for Stationery Products by Product Group/Segment

Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 184: Asia-Pacific 14-Year Perspective for Stationery Products by Product Group/Segment

Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

Sa. CHINA

A. Market Analysis

Current & Future Analysis

Market Primer

Fashionable Stationery Continue to Gain Popularity

Wenzhou

The Chinese Pen-Manufacturing Capital

Anti-Dumping Duties Play Spoilsport

Chinese Manufacturer Woes
Foreign Players Compete in Mainland China
Lack of Funds and Piracy Issues Restrain Licensing
Fountain Pens
Wooden Pencil
Distribution Channel for Writing Instruments
Table 185: Chinese Writing Instruments Market by Distribution Channel (2014): Value Sales Breakdown for Stationery/Office Supply Store, Hypermarket/ Supermarket, and Online Retailing (includes corresponding Graph/Chart)
B. Market Analytics
Table 186: Chinese Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 187: Chinese Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 188: Chinese 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
5b. INDIA
A. Market Analysis
Current & Future Analysis
Market Overview
Paper Stationery Offers Potential Growth Opportunities
School and Office Stationery Market
An Overview
Table 189: Indian Stationery Market (2013): Percentage Share Breakdown of Sales by User (includes corresponding Graph/Chart)
Indian Market for Writing Instruments
Indian Pen Market
Competitive Scenario
Table 190: Indian Pens Market (2013): Percentage Share Breakdown of Sales by Product Types
Ball Pens, Fountain Pens, Gel Pens, and Others (includes corresponding Graph/Chart)
Table 191: Indian Ball Pens Market (2013): Percentage Share Breakdown of Value Sales by Leading Brand
Add, Cello, Classmate, Parker, Reynolds, and Others (includes corresponding Graph/Chart)
Table 192: Indian Gel Pens Market (2013): Percentage Share Breakdown of Value Sales by Leading Brand
Add, Cello, Parker, Reynolds, Rotomac and Others (includes corresponding Graph/Chart)
Table 193: Indian Fountain Pens Market (2013): Percentage Share Breakdown of Value Sales by Leading Brand
Cello, Classmate, Parker, Pilot, Reynolds and Others (includes corresponding Graph/Chart)
Table 194: Indian Lead Pencils Market (2013): Percentage Share Breakdown of Value Sales by Leading Brand
Apsara, BIC, Camlin, Cello, Classmate, Natraj and Others (includes corresponding Graph/Chart)
Table 195: Indian Mechanical Pencils Market (2013): Percentage Share Breakdown of Value Sales by Leading Brand
Apsara, BIC, Camlin, Cello, Classmate, Natraj and Others (includes corresponding Graph/Chart)
Stationery Products Market
Future Looks Bright
Product Launches
Strategic Corporate Developments
Select Players
B. Market Analytics
Table 196: India Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 197: India Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 198: India 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
5c. REST OF ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
Major Regional Markets
Australia
Challenges Within Stationery Distribution Channels
Hong Kong
A Growing Market
Competitors
Export Notes
Promotional Activities
Hong Kong
Sales Channels
South Korea
Stationery Market: A Review
Writing Instruments
Distribution System: On the Revamp
Distribution Channels
Retail Shops
Individual Brokers
Discount Stores
General Merchandise Stores: A Potential Distribution Avenue
Taiwan
Market Overview
Exports of Stationery Products in Taiwan
Major Challenges for Stationery Manufacturers
Vietnam
Domestic Production
Import Market
Exports
End-Users
Strategic Corporate Development
Select Players
B. Market Analytics
Table 199: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 200: Rest of Asia-Pacific Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 201: Rest of Asia-Pacific 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

6. MIDDLE EAST/AFRICA
A. Market Analysis
Current & Future Analysis
A Brief Overview
Luxury Pens
No Longer a Serious Writing Tool
Dubai
Preferred Supplier of Stationery Products for African Nations
Distribution Channels for Writing Instruments
Table 202: Middle East/Africa Writing Instruments Market (2014): Percentage Share Breakdown of Value Sales by Distribution Channel
Stationers, Retailers, Department Stores, and Others (includes corresponding Graph/Chart)

B. Market Analytics
Table 203: Middle East/Africa Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 204: Middle East/Africa Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 205: Middle East/Africa 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
7. LATIN AMERICA

A. Market Analysis

Distribution Channels for Writing Instruments
Table 206: Latin American Writing Instruments Market (2014): Percentage Share Breakdown of Value Sales by Distribution Channel
Stationers, Retailers, Department Stores, and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 207: Latin America Recent Past, Current & Future Analysis for Stationery Products by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 208: Latin America Historic Review for Stationery Products by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 209: Latin America 14-Year Perspective for Stationery Products by Geographic Region
Percentage Breakdown of Dollar Sales for Brazil and Rest of Latin America Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 210: Latin America Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 211: Latin America Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 212: Latin America 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7a. BRAZIL

A. Market Analysis

Current & Future Analysis
Independent Stores Still Going Strong

B. Market Analytics

Table 213: Brazil Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 214: Brazil Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads, Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 215: Brazil 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads), Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7b. REST OF LATIN AMERICA
A. Market Analysis
Current & Future Analysis
Major Markets
Argentina
End User Profile
Distribution: Reaching the Customer
Mexico
Market for Stationery Products
Student Enrollment Spurs Demand for Stationery
Priorities That Top The Government Agenda
Market for Educational Supplies
Domestic Production
Players in the Stationery Domain
Products Offering Profi
Table Opportunities
End User Profile
B. Market Analytics
Table 216: Rest of Latin America Recent Past, Current & Future Analysis for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads), Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 217: Rest of Latin America Historic Review for Stationery Products by Product Group/Segment
Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads), Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 218: Rest of Latin America 14-Year Perspective for Stationery Products by Product Group/Segment
Percentage Breakdown of Dollar Sales for Printing Supplies (Carbon & Stencil Paper, Inked Ribbons and Inks & Toners), Mailing Supplies (Padded Envelopes, Paper-based Envelopes, Sealing Tapes and Other Mailing Supplies), Marking Devices (Hand Stamps and Stencils), Paper-based Stationery Products (Business Forms & Books, Exercise Books, Message Notes, Notebooks, Organizers, Scrap Books, Writing Pads), Writing/Printing/Copying Paper and Other Paper-based Stationery Products, Filing Products, Party Goods, Writing & Marking Instruments (Pens/Markers and Pencils/Art Goods) and Other Stationery Products for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 464 (including Divisions/Subsidiaries 502)
The United States (89)
Canada (9)
Japan (14)
Europe (266)
- France (21)
- Germany (52)
- The United Kingdom (60)
- Italy (31)
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Stationery Products - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/338786/
Office Code: SCWPCQAY

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: __________________________________________ Last Name: _______________________________________
Email Address: _______________________________________
Job Title: __________________________________________
Organisation: ________________________________________
Address: __________________________________________
City: _______________________________________________
Postal / Zip Code: _____________________________________
Country: ___________________________________________
Phone Number: _______________________________________
Fax Number: _________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number: 833 130 83
Sort code: 98-53-30
Swift code: ULSBIE2D
IBAN number: IE78ULSB98533083313083
Bank Address: Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World