Writing and Marking Instruments - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Writing and Marking Instruments in US$ Thousands by the following Product Groups/Segments:

- Pens/Markers (Ballpoint & Gel Pens, Roller Pens, Mechanical Pens, Fountain Pens, & Markers)
- Pencils/Art Goods (Wood cased Pencils, Mechanical Pencils, & Art Goods).

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, and Latin America. Annual estimates and forecasts are provided for the period 2013 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 187 companies including many key and niche players such as:

- ADD Corporation Ltd.
- A.T. Cross Company
- Crayola, LLC
- Dollar Industries Pvt. Ltd.
- Faber-Castell AG

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IV. COMPETITIVE LANDSCAPE

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