Global Writing and Marking Instruments Market 2015-2019

Description: Market analysis of writing and marking instruments

The market research analyst predicts the writing and marking instruments market to grow at a CAGR of around 5% during the forecast period. The rising use of luxury writing instruments as a status symbol is the key driver for the growth of this market. During 2014, the market for luxury writing instruments grew by around 6% in South Korea. This growth was largely due to the growing interest in traditional writing instruments such as the luxury fountain pens.

The adoption of personalized pens as a gifting option is also anticipated to drive the market growth during the forecast period. As part of their branding initiatives, corporates gift branded personalized pens to their business partners and employees. In addition to corporate gifts, these pens can also be used for trade show giveaways, corporate events, seminars, and conferences. Some of the popular vendors offering personalized pens include Mont Blanc, Parker and Pilot Pen.

Product segmentation and analysis of - pens, pencils, markers, coloring instruments

Pens accounted for nearly 52% of the market share during 2014 and is expected to maintain its dominance until the end of 2019. The growing demand for better quality writing gear is the key driver for the growth of this segment. Linc, Mont Blanc, Parker, and Pilot are some of the popular brands in this segment.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

- Pens
- Pencils
- Coloring writing instruments
- Markers and highlighters
- Writing accessories

Segmentation by distribution channel and analysis of - stationers, supermarkets, online retailing

Stationers and office supplies dominated the market during 2014 with a market share of 49%. Many vendors also tie up with schools and offices for a regular supply of stationery.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

- Stationers and office supplies
- Supermarkets/hypermarkets
- Department stores
- Online retailing

Geographical segmentation and analysis of the writing and marking instruments market

APAC
- Europe
- North America
- ROW

APAC accounted for 34% of the market share during 2014 and is predicted to retain its leadership until the end of 2019 with a growth rate of 7%. The increased emphasis on education and the growing demand for quality writing instruments are the key propellers of the market growth in this region. The report anticipates the Philippines to witness the fastest growth during the forecast period due to the recent changes in the country’s education system.

Competitive landscape and key vendors - Crayola, Faber-Castell, Camlin, Mitsubishi Pencil
The writing and marking instruments market is highly competitive and dominated by a few leading players. The vendors in this market compete on the basis of product differentiation, portfolio, and pricing. The report predicts the competition in the market to intensify further during the forecast period due to an increase in product extensions. Pricing strategies and new product launches play a significant role in propelling the growth of this market.

The leading vendors in the market are -
Crayola
Faber-Castell
Camlin
Mitsubishi Pencil
Pilot Corporation
Societe BIC


Key questions answered in the report include
What will the market size and the growth rate be in 2019
What are the key factors driving the writing and marking instruments market
What are the Key market trends impacting the growth of the writing and marking instruments market
What are the challenges to market growth
Who are the key vendors in the writing and marking instruments market
What are the market opportunities and threats faced by the vendors in the writing and marking instruments market
Trending factors influencing the market shares of APAC, Europe, North America, and ROW
What are the key outcomes of the five forces analysis of the writing and marking instruments market

Related reports
Global Personal Accessories Market 2015-2019
Office Stationery Supplies and Services Market in the GCC 2015-2019
Stationery and Cards Market in Japan 2015-2019
Global Office Presentation Material Market 2015-2019
Global Stationery and Cards Market 2015-2019
Markers and highlighters
Writing accessories

PART 07: Market segmentation by distribution channel

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Writing and marking instruments market in Europe
Writing and marking instruments market in North America
Writing and marking instruments market in ROW

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India
US

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Product innovation and R&D
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Rising student base and literacy rates in developing countries

PART 11: Impact of drivers

PART 12: Market challenges
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Rise in competition from counterfeit products and local brands
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Continuous decline in vendors' profit margins

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Crayola
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