Global Office Stationary and Supply Market 2015-2019

Description: Market outlook for office stationary and supplies

The global office stationery and supply market is expected to witness moderate growth during the forecast period. The market research analysts predict the market to reach over USD 217 billion in revenues by 2019.

Though the demand for paper-based products is declining in the developed markets due to IT integration and industry automation, the growth prospects for printers and computers supplies such as toner cartridges and disks have created huge opportunities for the manufacturers and the retailers in product innovation through technology advancement.

Global office stationery and supply market by product category

- Paper products
- Desk supplies
- Stationary/ mailing supplies
- Computer/ printer supplies
- Filing supplies
- Binding supplies
- Time tracking supplies
- Supplies for hanging
- Identification supplies

The paper products segment dominated the global office stationery and supply market in 2014. Developed markets such as the US, the UK, Japan, Germany, France etc. drive the growth of this segment. But, the increasing per capita consumption of paper products in the emerging markets such as China, Brazil, India, etc. is likely to emerge as key growth drivers for this product segment until 2019.

Global office stationery and supply market segmentation by geography

- Americas
- Europe
- APAC
- MEA

Americas stood as the largest region for office stationery and supply market in 2014 with a revenue share of more than half of the global market. Product innovation and technological advancement are the major growth drivers of this market. The US is the largest contributing country in the global market with a market share of close to 10.39%. Brazil emerged as the second largest market in this region during the same period.

Leading market vendors analyzed by this report

- Costco
- Office Depot
- Staples
- Tesco
- Walmart

The other prominent vendors of this market include 3M Company, Amazon, Alibaba, Carrefour, and Target.

Key questions answered in the report

- What are the key factors driving the global office stationery and supply?
- What are the key Market trends impacting the growth of the global office stationery and supply?
- What are the various opportunities and threats faced by the vendors in the global office stationery and supply?
- Trending factors influencing the market shares for EMEA, APAC, and Americas?
- Key outcome of the five forces analysis on the global office stationery and supply?
Growth forecast of the global office stationery and supply until 2019?

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