Personalized Stationery Market - By Product Type (Paper Based, Writing & Drawing Instruments, Storage & Filing, Office Accessories) End User; By Geography-Forecast (2016-2021)

Description: Personalized stationery refers to the customized stationery products that are widely used by various corporate companies, hotels, hospitals, educational institutes and so on. Owing to high competition in the market, almost all the companies are using personalized stationery for office use as well as gifting purpose as a marketing strategy. Advances in printing technologies, developments in software, and an increase in the demand from consumers are providing new opportunities for global personalized stationery market. Global personalized stationery market is analyzed by product types and by end users. On the basis of product types the market is segmented into paper based products, writing & drawing instruments, storage & filing products, office & desk accessories, presentation & planning materials and bags & briefcases. End users of personalized stationery market are classified as business users, small office & home office users, educational institutes and private users.

The overall personalized stationery market is also presented from the perspective of different geographic regions and the key countries in each region. North America was a dominant market which held XX% market share in 2015. In Europe, Germany and Switzerland led the market whereas in Asia-Pacific, Japan dominated the market in 2015. Global Personalized stationery market is estimated to grow at a CAGR of XX% during 2016-2021.

The global personalized stationery market was dominated by major companies, namely: Costa Inc. (U.S.), Adveo Group International SA (Spain), Canon U.S.A. Inc. (U.S.), Groupe Hamelin (France) and Kokuyo Co. Ltd. (Japan). These companies have considerable brand image and wide range of services in personalized stationery industry.

Other major players in this industry are Herlitz PBS AG (Germany), Newell Rubbermaid Inc. (U.S.), Pilot Corporation (Japan), Richemont (Switzerland), Staples Advantage (U.S.) and others.

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