Luxury Writing Instruments and Stationery in China

Description: Luxury writing instruments and stationery are commonly purchased as gifts in China, mainly for government officials and within a business environment. Hence the anti-corruption campaign by the central government has directly impacted the market quite negatively during the review period, leading to a value decrease of 10% in 2016.

The Luxury Writing Instruments and Stationery in China report offers a comprehensive guide to the size and shape of the Luxury Writing Instruments and Stationery market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Writing Instruments and Stationery retailing along with the development of consumers' shopping patterns. Forecasts to 2020 illustrate how the market is set to change.

Product coverage:
Luxury Stationery, Luxury Writing Instruments.

Data coverage:
Market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?:
- Get a detailed picture of the Luxury Writing Instruments and Stationery market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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LUXURY WRITING INSTRUMENTS AND STATIONERY IN CHINA

November 2016

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