



Writing Instruments in China

January 2024

Table of Contents

Writing Instruments in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Writing instruments sees limited signs of recovery

COVID-19 accelerates the progress towards the paperless office in China

PROSPECTS AND OPPORTUNITIES

Players in writing instruments are turning to O2O business

Diversification of portfolios to combat shrinking demand

CATEGORY DATA

Table 1 - Sales of Writing Instruments by Category: Volume 2018-2023

Table 2 - Sales of Writing Instruments by Category: Value 2018-2023

Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023

Table 4 - Sales of Writing Instruments by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Writing Instruments: % Value 2019-2023

Table 6 - LBN Brand Shares of Writing Instruments: % Value 2020-2023

Table 7 - Distribution of Writing Instruments by Format: % Value 2018-2023

Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028

Table 9 - Forecast Sales of Writing Instruments by Category: Value 2023-2028

Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

Personal Accessories in China - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 - Sales of Personal Accessories by Category: Volume 2018-2023

Table 13 - Sales of Personal Accessories by Category: Value 2018-2023

Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 15 - Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 17 - LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 18 - Distribution of Personal Accessories by Format: % Value 2018-2023

Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 20 - Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-china/report.