

US Writing Instruments Market 2016 Analysis and Forecast to 2020

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Writing instruments performed very well in 2015-2016, thanks to the growing popularity of adult colouring in the US. Multiple colouring books hit the top of the bestseller lists during 2015. In today's technological world, adult consumers are trying to escape from digital technology and revert to a youthful/childhood mindfulness. Since adult colouring tends to involve more complex and challenging colouring, adult consumers are looking to purchase higher-quality pencils and a wider variety of col...

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Writing Instruments in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2011-2015), 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 – be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

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

Why buy this report?

- * Get a detailed picture of the Writing Instruments 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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Researcher has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Personal Accessories Performs Positively in 2016

the Strong US Dollar Hurts Personal Accessories Sales To Foreign Shoppers

US Personal Accessories Is Highly Competitive

Internet Retailing Continues To Record the Fastest Growth

Personal Accessories Is Expected To Maintain Its Sales Growth

Key Trends and Developments

Lower Foreign Tourist Spending Hurts American Luxury Brand Sales

More Companies Enhance Their Corporate Social Responsibility Programmes

Internet Retailing Sees the Fastest Growth

Continued.....

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