

# Writing Instruments in Japan

January 2024

**Table of Contents** 

## Writing Instruments in Japan - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Low birth rate and declining population of children negatively impact writing instruments Digitalisation accelerates in schools Variety stores shows momentum in a stagnant category

# PROSPECTS AND OPPORTUNITIES

Inclusivity in writing instruments attracts consumers Sustainability initiatives attract attention Inbound tourists likely to support sales

#### 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: % Volume Growth 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 Japan - 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 by Format: % Value 2018-2023
Table 18 - Distribution of Personal Accessories by Category: Volume 2018-2023
Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028
Table 20 - Forecast Sales of Personal Accessories by Category: Wolume Growth 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

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#### SOURCES

Summary 1 - Research Sources

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