

Writing Instruments in Asia Pacific

April 2022

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REGIONAL OVERVIEW

Asia Pacific remains the biggest regional market

Positive growth rates expected throughout the forecast period

Most countries record strong sales rebounds in 2021

Colouring benefits from lockdowns and growing attraction among adults

Chinese gains help to minimise regional losses in 2016-2021

Immediate return to positive growth in 2021

Stationers/Office supply stores the leading sales channel

E-commerce gains share during the pandemic

LEADING COMPANIES AND BRANDS

Players launching antibacterial pens during the pandemic

Shanghai M&G Stationery continues cementing its lead

China and Japan the main markets for the top 10 players

No changes at the top, with M&G leading ahead of Pilot and Uni

FORECAST PROJECTIONS

Positive growth rates expected over 2021-2026...

...but digitalisation poses an ever increasing threat to writing instruments

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

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India: Competitive and Retail Landscape

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Thailand: Market Context

Thailand: Competitive and Retail Landscape

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