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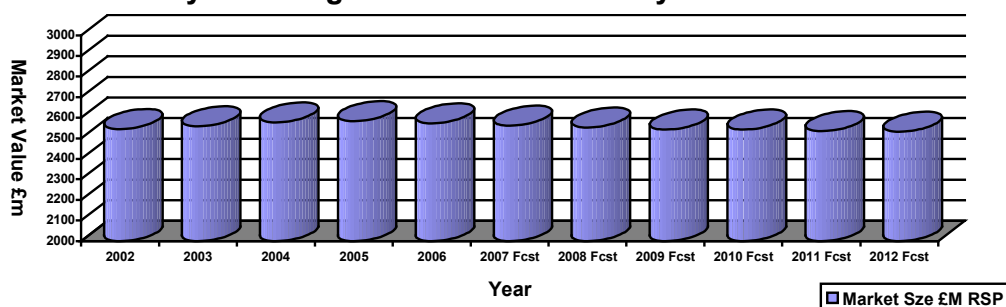
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Stationery & Writing Instruments Market Report UK 2007-2012

Brand new publisher MTW Research, have released a major review entitled “**Stationery & Writing Instruments Market Report UK 2007-2012**” which is available to purchase immediately. Researched & written by qualified & experienced marketing professionals, this report provides a valuable insight into the current size, trends, product mix and distribution issues for the UK domestic and non-domestic Stationery & Writing Instruments Market.

The UK Stationery and Writing Instruments market in 2007 is currently estimated to be worth just over £2.56 billion in 2007, as illustrated below:-

UK Stationery & Writing Instruments Market by Value £m 2002-2012



The stationery market has remained under pressure for some time, both in terms of average selling prices and volume demand. In terms of future performance, indications are that there is unlikely to be significant value growth in the overall market, though individual products' performance will vary quite considerably.

The maturity of many of the products in the market is indicated by many to be the root cause of the lack of value growth in the market at present, coupled with price deflation, the threat of substitute products and a number of other key issues. However, there are also a number of key strengths and opportunities for the market in the medium to longer term.

This 60+ Chart Report Includes:-

- **Market Size & Key Trends 2002-2012**
- **Product Mix by Value in 2007**
- **Detailed Product Split for Writing & Drawing Instruments**
- **Current & Future Positive & Negative Trends & Influences**
- **Key Strengths, Weaknesses, Opportunities and Threats.**
- **Identification of Selected Suppliers**
- **Distribution Channel Shares & Brief Profiles**

Stationery Products Reviewed Include:-

**Writing & Drawing
Instruments**

Paper & Board

Envelopes

**Notebooks &
Registers**

Other Desk Items

With 60+ Pages & 40+ charts this report provides an easy to reference 'Snapshot' of the UK Stationery & Writing Instruments Market in 2007 and is an invaluable marketing aid to any manufacturer or supplier active in the UK Stationery market.



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The Report Includes:-

- **Market Size by Value 2000-2012** - UK Stationery & Writing & Drawing Instruments.
- **Stationery Product Mix** – Value share for Writing, Envelopes, Paper / Board, Clips / Staples etc, Pads / Notebooks, Plain letter cards, Other Accessories.
- **Imports & Exports 1999, 2002 & 2006** – Writing/Printing Paper, Envelopes/letter cards, Notebooks/Diaries, Pens, Pencils/Crayons. Value Share by World Region in 2006.
- **Stationery Sales by Country** – Market size estimates for England, Wales, Scotland & N. Ireland.
- **Value Estimates by English Region for Stationery Sales in 2007.**
- **Mix of Stationery Sales by Application** – 2007 Estimates for Corporate, Domestic, SME and Public end use sectors by value. Share by Value for SMEs Vs Larger Corporates 2007
- **Public Sector Stationery Sales** – Share estimates by type (e.g local authority, education, health etc), brief comment on purchasing consortia & procedures for local authorities.
- **Commercial Stationery Sales** – Breakdown by key sector (e.g manufacturing, retail, hotels/restaurants, transport / communications, property renting / business etc.)
- **Key SWOT Analysis** – Identification of key strengths, weaknesses, opportunities & threats for stationery market in 2007.
- **Writing & Drawing Instruments** – Market size 2002-2012 by value £M RSP, Product mix by value estimates, market positioning & key trends & influences for key sectors (e.g ball point, fountain, roller ball, calligraphy, technical, wood pencils, propelling pencils etc.)
- **Paper, Envelopes, Notepads & Similar Stationery** – Market size 2002-2012 £M RSP estimates, Key Market Trends & Issues, Share by Key Product Sector (Paper/board, envelopes, lettercards, registers/pads etc)
- **Identification of Key Manufacturers, Paper Merchants & Stationery Suppliers** – List of 150+ manufacturers & suppliers of stationery products with brief description.
- **Share by Distribution Channel for Stationery Products** – Direct /printer / promotional, high street, general retail, mail order, specialist stationers) Share Estimates by Value.
- **Primary Macro Market & PEST Influences:-**Political, Economic, Vacant Office Space, Number of Offices by Region, Average Disposable Income by Region, Inflation 2000-2012.

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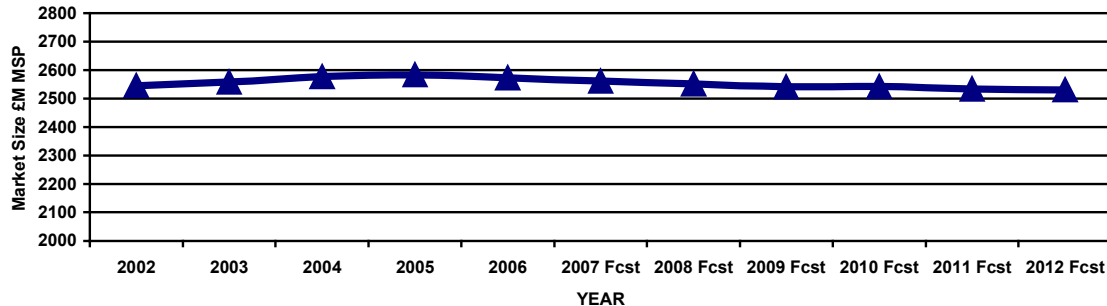
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Quick Summary from the Report...

Having experienced relatively difficult trading conditions in recent years, the UK Stationery market is currently estimated at just over £2.56 billion at retail selling prices in 2007.

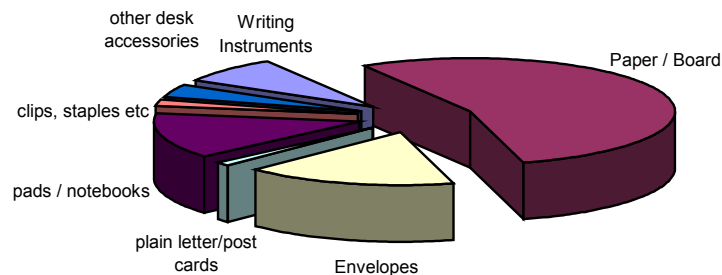
UK Stationery Market – 2002-2012 £M RSP



(Actual figures excluded from sample)

At present in mid 2007, indications are that rising interest rates are slowly increasing pressure on consumer spending which may impact on growth levels in the short term for higher value domestic stationery products. Nevertheless, sources indicate that it is unlikely that the overall market will experience any significant decline in value, and in volume terms growth at 1-2% per annum in the commercial sector is likely, given the continued health of the UK economy, business confidence and consumer spending.

UK Stationery Market – Key Product Share by Value 2007



(Actual figures excluded from sample)

There are a wide range of price points in the writing instruments market, resulting in a number of opportunities for the market to achieve differentiation in some of the higher value or niche sectors in order to drive value growth. Within the paper based sector, the market has generally experienced relatively static market performance in recent years, with growth of just under 2% between 2002-2006, though performance varies according to sector, with some products having gained share of late.

All sectors of the stationery market have experienced significant increases in the value of imports since 1999, with paper increasing by 28%, envelopes by 13%, notebooks / diaries by almost 40%, pens by 3% and pencils/crayons by 36%. In total, the above stationery products represented in excess of £1.2 billion of imports in 2006, compared to just under £1 billion in 1999 – an increase of more than 20%.

The specialist stationery distributors are currently estimated to account for around 40% of the total market in 2007, reflecting a value of just over £1 billion at retail selling prices. Direct supply, marketing and promotional companies etc are also significant in the stationery market in 2007, with an estimated 30% share by value.

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