

## **Stationery and Office Supplies Market in Japan: Key Research Findings 2016**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on the domestic stationery and office supplies market with the following conditions:**

1. Research period: From October to December, 2016
2. Research target: Companies in the business of stationery and office supplies
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone/email, and literature research

#### **What are Stationery and Office Supplies?**

The stationery and office supplies in this research indicate the following 26 items classified into three categories: 1) Writing instruments (pencils, fountain pens, water-based ballpoint pens, oil-based ballpoint pens, mechanical pencils, water-based marker pens, and oil-based marker pens); 2) Paper products (notebooks, school notebooks, pocket schedulers, envelopes, albums, loose leafs, and paper for reports); 3) Office supplies (files, adhesive tapes, stamps/seals, sticker labels, glues, correction products, cutters, staplers, erasers, scissors, electronic stationery including label writers, and electronic dictionaries.) Gel-ink ballpoint pens are included in water-based ballpoint pens.

### ◆ **Key Findings**

#### ■ **Domestic Stationery and Office Supplies Market for FY2015 Rose by 1.0% on Y-o-Y Basis to Attain 459.8 Billion Yen**

The domestic stationery and office supplies market in FY2015 rose by 1.0% from the previous fiscal year to achieve 459.8 billion yen, based on the shipment value at manufacturers. In FY2012 and beyond, the hot-seller products for individual customers in the category of writing instruments have contributed to expand the entire market. With writing instruments continued its expansion in FY2015, together with office supplies shifting to a plus growth, the domestic stationery and office supplies market managed a slight increase in FY2015.

#### ■ **Fountain Pen Market Recorded Significant Increase by Acquiring Wider Range of Users**

The domestic market size of fountain pens in FY2015 attained 4,680 million yen, a rise by remarkable 19.1% from the preceding fiscal year. In addition to some low-cost models for entry-level users having opened up doors to wider range of people to use fountain pens, the market have seen a recurrence of male users in their middle or advanced age reevaluating the pens, which have shifted the market to a rising tendency since FY2012. Furthermore, such fountain pens with the price costing from middle to expensive ranges have attracted inbound tourism demand.

■ **Pencil Market Showed Rapid Expansion of Multiple Colored Pencil Sets Stemming From Coloring-Book Boom Among Adults**

The domestic pencil market size in FY2015 based on the shipment value at manufacturers attained 8,200 million yen, a rise by 18.0% from the previous fiscal year. The market saw a sudden expansion in the demand of multiple colored pencil sets induced by a boom of coloring book among adults, which even caused a shortage in supply of products, boosting the domestic pencil market size.

◆ **Report format:**

Published report: “Stationeries and Office Supplies Market 2016”

Issued on: December 26, 2016

Language: Japanese

Format: 421 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

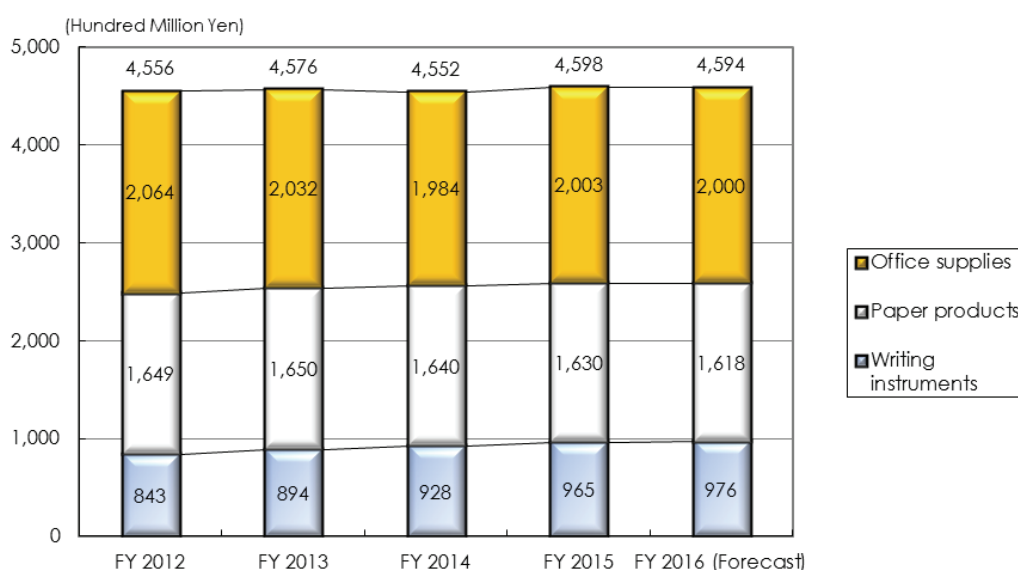
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■ **Figure 1: Transition of Domestic Market Size of Stationery and Office Supplies**

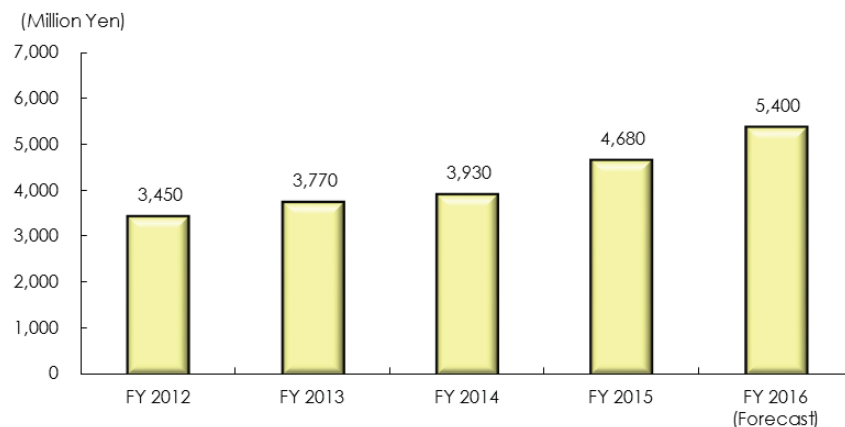


Survey by Yano Research Institute

Notes:

1. The market size is based on the shipment value at manufacturers.
2. The stationery and office supplies in this research indicate the following 26 items classified into three categories: 1) Writing instruments (pencils, fountain pens, water-based ballpoint pens, oil-based ballpoint pens, mechanical pencils, water-based marker pens, and oil-based marker pens); 2) Paper products (notebooks, school notebooks, pocket schedulers, envelopes, albums, loose leafs, and paper for reports); 3) Office supplies (files, adhesive tapes, stamps/seals, sticker labels, glues, correction products, cutters, staplers, erasers, scissors, electronic stationery including label writers, and electronic dictionaries.)

■ **Figure 2: Transition of Domestic Market Size of Fountain Pens**

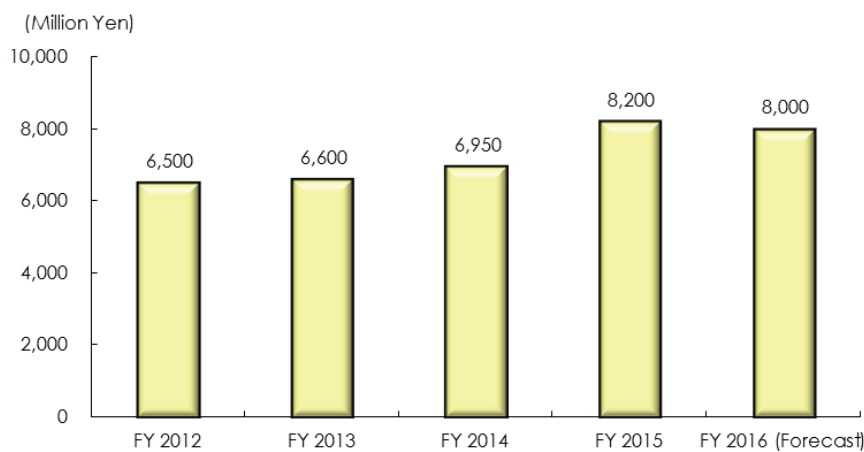


Survey by Yano Research Institute

Notes:

3. The market size is based on the shipment value at manufacturers.

■ **Figure 3: Transition of Domestic Market Size of Pencils**



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Notes:

4. The market size is based on the shipment value at manufacturers.