

EXPORT MARKET FOR OFFICE AND SCHOOL SUPPLIES IN THE EU

Products description

Office and School Supplies cover Paper-based stationery, Writing and drawing instruments, Office and desk accessories, Storage and filing products and Carrying products.



Paper-based stationery products cover writing pads, exercise books, memo and refill pads, duplicate and analysis books, notebooks, account books, diaries, albums, envelopes, wrapping paper and calendars.



Writing and drawing instruments cover pencils, ballpoints, rollerballs, gel ink pens, liquid pens, gift pens, fountain pens, fibre-tipped pens, plastic-tipped pens, crayons, highlighters, markers, refills, paints, brushes, erasers, correction aids, planning boards, wallboards, white boards, cork boards, flipcharts and accessories.



Office and desk accessories cover adhesive tapes, paper and card adhesives, glues, sticky notes, letter- and pen trays, rubber bands, paper clips, scissors, knives, letter openers, pencil sharpeners, pins, clips, fasteners, staplers, staples, staple extractors, punches, guillotines, trimmers, letter trays/racks and waste bins.

Storage and filing products cover different types of filing cabinets, card-index cabinets, paper trays, office-stamp stands and similar equipment, different types of manila files, expanding files, soft plastic filing and display books, suspension filing, ring binders, lever arch files, archival filing, indexes and dividers.





Carrying products cover products used to carry books and equipment to the school or office, including briefcases, computer cases (for laptop computers), attaché cases, document cases, portfolios, school bags and other types of travel and sports bags.

Market size and segment

The EU market for office and school supplies records € 15,6 billion (CBI's market information for office and school supplies). The market composition in percentage informs 50% for the paper-base stationery market, 10% for the office and desk accessories market, 10 % for the carrying product market, 20% for the writing and drawing instrument market and 10 % for the storage and filing products market.

Big five importing countries in the EU market recorded 70% are namely UK (26%), Germany (16%), France (10%), Italy (9%) and Netherlands (9%).

The EU market for office and school supplies is stable but it is very competitive because new ranges and products are demanded by consumers.

The market segment for office and school supplies are divided into (1) the office segment (large offices or companies, small offices and professional users); (2) the education segment (schools and universities); and (3) the private segment (private users at home).

The office segment is the largest market segment for paper-based stationery, writing and drawing instruments, and storage and filing products. It includes purchases by office equipment buyers as well as small business and home office purchasers. Larger office equipment buyers tend to treat paper-based stationery and writing and drawing instruments and storage filing products as a commodity, while smaller businesses and home office workers look for more individualistic products and are prepared to spend more to be able to enjoy a more personalized and pleasant office environment.

The education segment, for paper-based stationery, writing and drawing instruments and storage and filing products, reflects purchases from schools or universities and students. Schools and universities have a budget for paper-based stationery and writing and drawing instruments and the big amount of purchase, the local authority education department has the influence in the purchase policy. Students don't buy in big amount.

The private segment for paper-based stationery, writing and drawing instruments, storage and filing products, covers different consumers and children at home. Consumers are willing to pay a premium for the type of personal stationery preferences and eye-catching designed products.

The private segment is very dominant in the purchase of carrying products. The majority of these products are purchased through mainstream retail outlets.

Imports

Imports of paper-based stationery in the EU have increased while market demand has marginally decreased. The UK, Italy and the Netherlands are big importers in the EU for paper –based stationery. Major suppliers come from China, Turkey, India, Indonesia, Malaysia, Tunisia, Thailand, Vietnam and Sri Lanka.

Imports of carrying products in the EU have increased while market demand has also marginally increased. The Netherlands, Belgium, Germany and the UK are big importers in the EU for carrying products. Major suppliers come from China, Vietnam, India, Indonesia, Thailand, Philippines, Turkey, Pakistan and Bangladesh.

Imports of writing and drawing instruments in the EU have decreased while market demand has remained unchanged. The UK, Germany, Italy and the Netherlands are big importers in the EU for writing and drawing instruments. Major suppliers come from China, India, Mexico, Indonesia, Malaysia, Thailand, Turkey, Tunisia, Brazil, South Africa and Vietnam.

Imports of storage and filing products in the EU have decreased while market demand has also marginally decreased. The UK and the Netherlands are big importers in the EU for storage and filing products. The major suppliers come from China, Malaysia, Indonesia, Turkey, Thailand, Tunisia, Egypt and Vietnam.

Market requirements for foreign exporters

Manufacturers and/or exporters in a developing country prepare to enter into EU market, need to comply with EU legislation and have to be aware of the additional non-legislative requirements that EU trading companies in the EU might request.

Legal requirements set the basis concerning products which are marketed in the EU market must meet. Failing to meet these, products are not allowed in the EU market. Consumer safety is one of the main priorities in EU legislation for stationery items and relevant EU Legislations as follows:

- ▶ General Products Safety Directive (Directive 2001/95/EC)
- ▶ Cadmium (Directive 91/338/EC)
- ▶ Phthalates when intended for children (Directive 2005/84/EC)

Additional (non-legal) requirements, companies may further require about environmental issues and social (labor) issues.

Environmental issues are often in the legal restrictions in a few years, on the use of certain chemicals. Certain hazardous substances receive attention from pressure groups or other interest groups, companies may choose to restrict or ban the substances from their production. Social issues are often based on ILO's basic standards widely used by international companies. The concerns among other are basic safety conditions for workers (occupational health and safety) and no use of child labor force.

For more information, CBI market information 2011 " Office and School supplies in the EU", can be read and accessed in www.cbi.eu/marketinfo.

