



INDIA STATIONERY MARKET



OVERVIEW

- The INR 20,000 crore stationery industry in the country is poised for innovation and growth.
- India stationery market revenues are projected to grow at a CAGR of 10.5% during 2018-2024.
- In India, major demand for stationery products is generated from education sector due to increasing enrollment of students in schools and higher educational institutions.
- Further, growing e-commerce industry in the country is also contributing to rising sales of stationery products.
- Office segment is the second highest consumer of stationery products and is anticipated to register healthy growth during the forecast period due to growing demand for stationery products in the service sector.



PREMIUM STATIONERY CATEGORY - OVERVIEW

Growth

- Growing segment @ **20-25%**
- **Untapped** markets – potential market gains
- **Low penetration** in the segment at present

Competition

- **High competition** in India with global brands
- Large players exist but industry still **fragmented**
- **No presence** of regional/local players

Customer



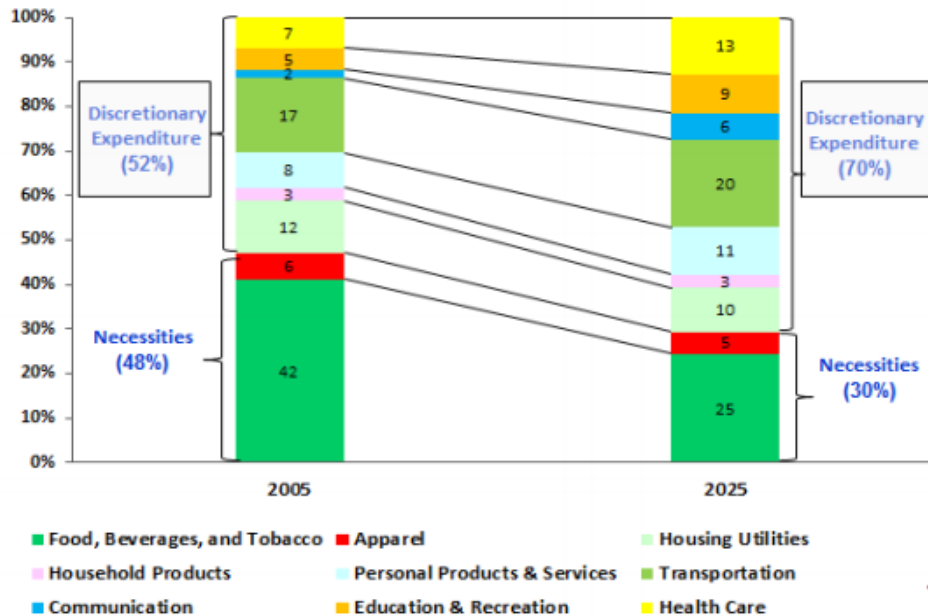
- Growing **purchasing power** of potential target customers
- Increase **acceptance** of premium segment amongst customers
- Customers climbing up the Maslow's hierarchy of **motivation to buy**
- **Aesthetic needs** and **esteem** needs gaining priority

- ✓ Category Awareness Present
- ✓ Customer Acceptance Moderate-High



DEMOGRAPHIC TRENDS

Share of Average Household Consumption



India's **middle class** constitutes 50 million people at present. Likely to go up to **583 million people by 2025**

- Rising **discretionary expenditure**
- High probability for premium purchases
- Rise in the average household income

Households that can afford **discretionary spending** likely to go up from **8 million at present to 94 million by 2025**

	Size of 15-59 age group in 2007 (in million)	Size of 15-59 age group in 2050 (in million)	Growth of 15-59 age group (in million)
India	696	1020	324
United States	191	225	34
Japan	76	45	-31
Germany	50	36	-14
United Kingdom	36	36	0
France	37	35	-2
China	895	755	-140

Target Market

- **Rising fastest** amongst the world
- Huge potential to tap

✓ Rising Discretionary Spending
✓ Young customer group growth



FACTORS DRIVING GROWTH

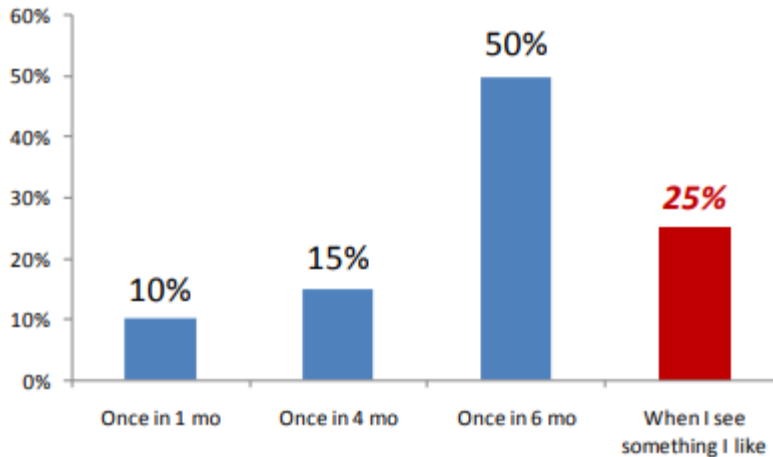
- India Stationery market holds tremendous growth potential as the country has nearly 22-24 crore students studying and requiring notebooks and other stationery materials.
- Increasing number of schools and offices, improved standard of living as well as shift in focus from inexpensive to premium quality products on account of rapidly burgeoning economy are some of the crucial factors which would drive the demand for stationery products in India over the next six years.



SURVEY FINDING

Frequency

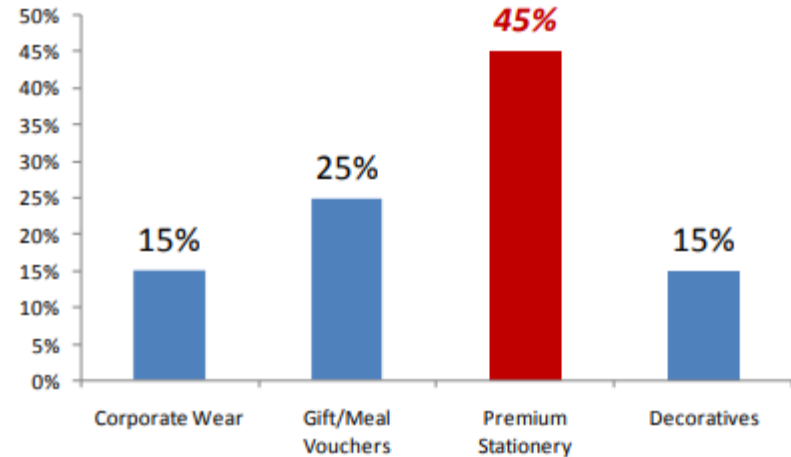
How often do you buy stationery?



Increase in Price Insensitive, Impulse Buying

Corporate Gifting

What according to you would be an ideal corporate gift?



High Preference for Premium Stationery in Corporate



CONCLUSION

- With an influx of newer brands, national and international, promising consumer-buying patterns and large amounts of money being pumped into the market, the scenario of the stationery industry in India looks pretty promising.
- The invasion of international players with positive and healthy outlook will help domestic players to upgrade themselves, and technological improvements and the liberalization in government policies will help in changing the whole global scenario.
- Thus, it is apparent that irrespective of the market share of the organized and the unorganized sector, the Indian stationery industry is anticipated to grow constantly.



THANK YOU