



THE US OFFICE PRODUCTS MARKET 2004-7

Second Edition: Published September 2005

With the US economy exhibiting a second year of relatively good growth in 2004 and unemployment continuing to fall slowly, the US office products (OP) market pushed ahead by 5% in value terms in 2004 to reach \$44.9bn at manufacturers' selling price (equivalent to \$62.8bn at user buying price).

The US Office Products Market 2004-7 is MPA's new 260 page report on this market, produced in association with SHOPA and OPI. It follows the publication of MPA's first report on the US market in 2004, which was used by many US manufacturers and distributors for strategic planning, product range development and resource allocation.

As well as updating the previous study, *The US Office Products Market 2004-7* also covers a new product category – office furniture – in addition to the eight broad categories addressed by the previous report.

MPA's unique research methodology for the study investigated government and trade statistics, and carried out and cross-verified in-depth personal and telephone fieldwork interviews with Sales and Marketing Directors in key companies in the following categories:

- Manufacturers, mills and OEMs
- OP & furniture wholesalers
- National OP resellers
- Independent dealers & dealer groups
- Consumables wholesalers
- Hardware dealers/VARs
- Computer mail order companies
- Paper merchants
- Retailers
- E-tailers

The report contains:

- Detail on market values by segment in 2003 & 2004, volume & price trends, segment trends, key manufacturers & shares, distribution channel shares and market forecasts in nine broad product sectors (see overleaf) to 2007.
- A chapter on US market drivers (eg demographic, user & IT trends).
- A chapter on distribution channels, detailing key players, trends, prospects and shares of each channel.
- An informed view of how the US market will develop to 2007, in terms of product markets and channel shares.

The structure of the report is as follows:

1. **Introduction**
2. **Market Summary**
3. **Economic Background**
4. **Market Drivers** (ie population, employment, business and IT statistics and user trends)
5. **Office Products Distribution** (ie description, prospects, key players & shares of each channel)
6. **Commercial Envelopes** (ie market value 2003-2004 by segment, volume & price trends, segment trends, key manufacturers & shares, distribution channel shares & forecasts to 2007)
7. **Books & Pads** (as chapter 6)
8. **Cut Office Paper** (as chapter 6)
9. **Writing Instruments** (as chapter 6)
10. **Filing Supplies** (as chapter 6)
11. **Electronic Office Supplies** (as chapter 6)
12. **Office & Desk Accessories** (as chapter 6)
13. **Presentation & Planning** (as chapter 6)
14. **Office Furniture** (as chapter 6)
15. **The Future** (ie forecasts for product markets and distribution channel shares)

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Product Coverage

Sector	Subsector
Commercial envelopes	Commercial paper envelopes
Books & pads	Memo & refill pads, duplicate & triplicate books, case bound/manuscript books, analysis books
Cut office paper	Copier/laser grades, letterhead paper, specialist coated inkjet paper, offset & duplicator paper
Writing & graphic supplies	Pencils, ballpoints, rollerballs, gel/liquid ink pens, fountain pens, fiber & plastic tip pens, highlighters, markers, correction aids
Storage & filing products	File folders, expanding files, hanging files, binders, indexes & dividers, sheet protectors, presentation products
Electronic office supplies	Laser & inkjet printer cartridges, data storage media, fax rolls, transparencies, labels, media storage, computer cleaning products
Office & desk accessories	Adhesives, adhesive tapes, repositionable notes, scissors, staplers, staples, staple extractors, perforators/punches, letter trays, rubber bands & fasteners, batteries
Presentation & planning	Planning boards, wallboards, flipcharts & accessories, stock diaries & calendars
Office furniture	Seating, desks, storage, files, tables, systems, other

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