

WEST EUROPEAN OFFICE PRODUCTS MARKET OVERVIEW 2004-8

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West European Office Products Market Data – At A Glance!

MPA International is Europe's foremost market research agency specialising in the office products (OP) industry. In 2004 and 2005, MPA published market reports on the office products markets in Austria, Benelux, France, Germany, Ireland, Italy, the Nordic region, Portugal, Spain and the UK. Each of these studies offers an in-depth view of how the European office products industry is developing.

Now MPA International is able to offer key market data from all ten of these European reports in **one** overview report – *West European Office Products Market Overview 2004-8*.

Presented in an easy-to-assimilate PowerPoint® page-style format, the report is a management resource of key market data, detailing the current and future state of the West European OP market in 14 sections:

1. Introduction
2. Market Summary
3. Distribution Channel Trends & Margins
4. Commercial Envelopes
5. Books & Pads
6. Cut Office Paper
7. Writing & Graphic Supplies
8. Storage & Filing Products
9. Electronic Office Supplies
10. Office Accessories
11. Presentation & Planning
12. Office Furniture
13. The Future
14. Global Reseller Shares & Profiles

Sections 4-12 are self-contained analyses of each product sector, each outlining the following key data on each product market:

- Overall market value 2003, 2004 & 2008
- Key overall trends
- Market value by country 2004
- Market value by segment 2004

Section 3 indicates the market shares of each distribution channel serving the market, as well as the trends affecting the key commercial channels and the margins made through the distribution chain in each country and product sector.

Chapter 14 identifies the market shares (by country) and overall profiles of each of the following key global commercial OP resellers:

- Office Depot
- Lyreco/Ahrend
- Staples
- Corporate Express

Available now for only €1500 (as an e-mailed file) or €1600+p&p (on CD), *West European Office Products Market Overview* is a vital tool for *any* manager wishing to get a firm grasp on top line market figures, trends and key players in the West European OP market.

Make sure your company benefits by completing and returning the Order Form overleaf *today!*

WEST EUROPEAN OFFICE PRODUCTS MARKET OVERVIEW

Product Coverage

Sector	Subsector
Commercial envelopes	Commercial paper envelopes
Books & pads	Exercise books, memo & refill pads, duplicate & triplicate books, manuscript books, analysis books
Cut office paper	Copier/laser grades, top quality writings, specialist inkjet papers, offset and duplicator papers
Writing & graphic supplies	Pencils, ballpoints, rollerballs, gel ink pens, liquid ink pens, fountain pens, fibre tip pens, plastic tip pens, highlighters, markers, refills, erasers, correction aids, pencil sharpeners and rulers
Storage & filing products	Manila files, expanding files, soft plastic filing & display books, suspension filing, ring binders, lever arch files, archival filing, indexes and dividers
Electronic office supplies	Laser & inkjet printer cartridges, data storage media, transparencies, computer labels, media storage & CD cases, computer cleaning products, screen filters, copyholders, mouse mats, foot/wrist rests, computer luggage, computer security, cables
Office & desk accessories	Adhesive tapes, repositionable notes, paper & card adhesives, scissors, staplers, staples, staple extractors, punches, guillotines/trimmers, letter trays/racks, waste bins, rubber bands, paper clips, other pins & fasteners
Presentation & planning	Planning boards & year planners, wallboards & cork boards, flipcharts & accessories, stock diaries
Office furniture	Seating, desking, storage, computer trolleys and screens

Order Form

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