

WEST EUROPEAN OFFICE PRODUCTS MARKET OVERVIEW 2006-11

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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. MPA is continuously surveying and reporting on the European office products industry and has published reports on the office products markets in:

Austria	Benelux
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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 2006-2011*.

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 13 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**

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

- **Overall market value 2006, 2007 & 2011**
- **Key overall trends**
- **Market value by country 2007**
- **Market value by segment 2007**

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.

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

WEST EUROPEAN OFFICE PRODUCTS MARKET OVERVIEW

Product Coverage

Section	Subsector
4	Commercial banker & pocket envelopes
5	Exercise books, memo & refill pads, duplicate & triplicate books, manuscript books, analysis books
6	Copier/laser grades, top quality writings, specialist inkjet papers, offset and duplicator papers
7	Pencils, ballpoints, rollerballs, gel & liquid ink pens, fountain pens, fibre & plastic tip pens, highlighters, markers, correction and more!
8	Manila files, expanding files, soft plastic filing & display books, suspension filing, ring binders, lever arch files and more!
9	Printing cartridges, Data storage media, transparencies, office labels, computer accessories and more!
10	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
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12	Seating, desking, storage, computer trolleys and screens

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