



PAKISTAN STATIONERY PRODUCT SECTOR



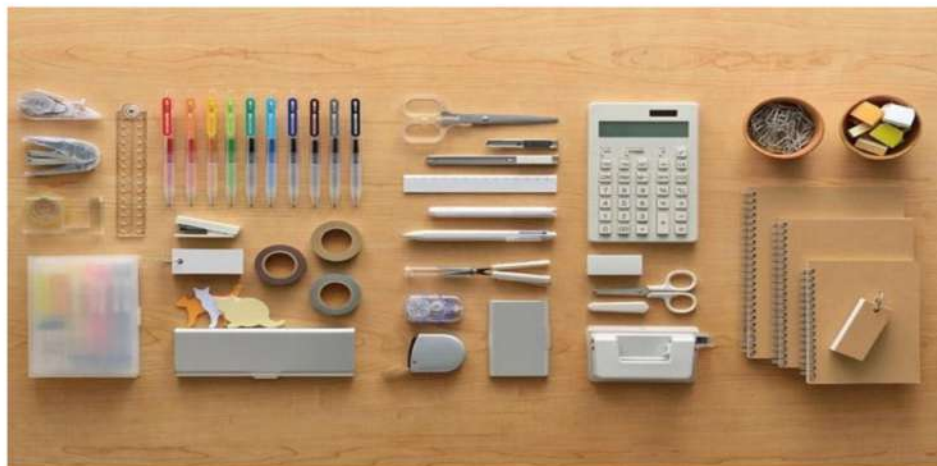
**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade. TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade. To achieve its objectives, TDAP organizes as well as participates in local and international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platform. This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.



PRODUCT PROFILE + HS CODE:

The global stationery products industry is estimated at US\$ 192.2 Billion for the year 2020 and is projected to reach US\$217 Billion by next five years according to GlobeNewswire research. Pakistan's total size of stationery market is estimated at Rs6 billion in which writing instrument manufacturers share ranges between Rs1.5-2 billion.

HS CODE	DESCRIPTION
TOTAL	All Stationery products
960910	Pencils and crayons, with leads encased in a rigid sheath
960891	Pen nibs and nib points
960820	Felt-tipped and other porous-tipped pens and markers
960899	Parts of ball-point pens, felt-tipped and other porous-tipped pens and markers, fountain pens . . .
960860	Refills for ball-point pens, comprising the ball-point and ink-reservoir
392610	Office or school supplies, of plastics, n.e.s.
960810	Ball-point pens
482030	Binders (other than book covers), folders and file covers, of paper or paperboard
482010	Registers, account books, notebooks, order books, receipt books, letter pads, memorandum pads, . . .
960990	Pencils, pastels, drawing charcoals, writing or drawing chalks and tailors' chalks
960830	Fountain pens, stylograph pens and other pens
821410	Paperknives, letter openers, erasing knives, pencil sharpeners and blades therefor, of base . . .
960920	Pencil leads, black or coloured
482020	Exercise books of paper or paperboard
482090	Blotting pads and similar articles of stationery, of paper and paperboard, and book covers . . .
960850	Sets of articles from two or more of the following: ball-point pens, felt or fibre-tipped pens . . .
482050	Albums for samples or collections, of paper or paperboard
482040	Manifold business forms and interleaved carbon sets, of paper or paperboard
960831	Indian ink drawing pens
960839	Fountain pens, stylograph pens and other pens (excluding indian ink drawing pens)
960840	Propelling or sliding pencils

VARIETIES

Stationery has historically pertained to a wide gamut of materials: school and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

- Business Stationery: Business card, letterhead, invoices, receipts, binders, letter pads, notebook
- Desktop instruments: hole punch, stapler and staples, tapes and tape dispensers,
- Drawing instruments: brushes, colour pencils, crayons, water colour, canvas
- Erasers
- Filing and storage:
 - o Expandable file
 - o File folder
 - o Hanging file folder
 - o Index cards and files
 - o Two-pocket portfolios
- Mailing and shipping supplies:
 - o Envelope
- Writing instruments: ballpoint pen, fountain pen, pencil, porous point pen, rollerball pen, highlighter pen
- School Supplies



PACKAGING AND STORAGE



TOP IMPORTING COUNTRIES

Unit: US Dollar thousand

Importers	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
World	14,361,170	14,633,716	15,019,860	14,842,181	12,457,044
United States of America	3,152,592	2,967,864	2,970,648	2,911,658	2,510,230
Germany	869,253	897,875	952,823	909,664	869,969
France	746,943	785,013	813,581	779,224	770,849
United Kingdom	778,562	748,789	780,333	751,447	626,437
Japan	608,990	585,195	604,572	576,900	498,070
Netherlands	380,973	469,673	502,863	511,306	456,988
Canada	398,485	401,347	391,454	393,351	330,336
Mexico	466,257	469,439	433,811	453,440	311,154
China	244,016	274,360	331,580	354,166	302,281
Spain	349,584	322,251	349,295	329,363	274,924

Source: Trade Map

PAKISTAN EXPORTS

Unit: US Dollar thousand

Importers	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
World	4,644	2,646	2,572	2,429	1,365
United Arab Emirates	752	512	664	904	474
United States of America	125	379	300	298	134
United Kingdom	203	188	150	178	132
Afghanistan	289	337	321	151	117
Kenya	78	142	126	153	96
Madagascar	219	131	91	124	95
Bangladesh	94	66	106	69	42
Yemen	42	37	45	26	39
Kuwait	145	89	32	70	31
Jordan	26	21	26	0	26

Source: Trade Map



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