



PAKISTAN STATIONERY PRODUCT SECTOR



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**



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 |

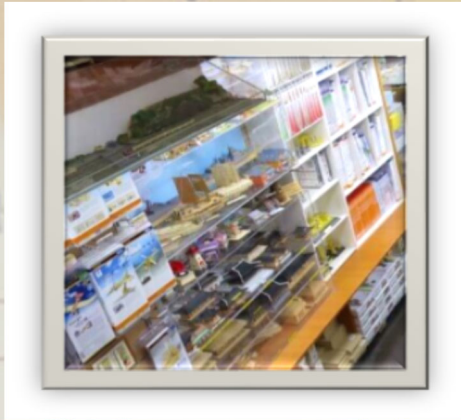
VARIETIES

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



List of global top importers of Stationery Products

Unit : US Dollar thousand

| Importers | Imported value in 2017 | Imported value in 2018 | Imported value in 2019 | Imported value in 2020 | Imported value in 2021 |
|--------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| World | 14636454 | 15024137 | 14782757 | 12619385 | 13941486 |
| United States of America | 2967408 | 2959245 | 2881710 | 2504076 | 2742516 |
| Germany | 897875 | 952823 | 909664 | 892014 | 1045508 |
| France | 786277 | 820118 | 782914 | 775544 | 850726 |
| United Kingdom | 748789 | 780333 | 751447 | 634439 | 617522 |
| Netherlands | 469673 | 502863 | 511306 | 455363 | 537056 |
| Japan | 585195 | 604572 | 576900 | 498070 | 509953 |
| China | 274360 | 331580 | 354166 | 302281 | 405998 |
| Canada | 401347 | 391454 | 393351 | 330336 | 362069 |
| Spain | 322251 | 349295 | 329363 | 274924 | 354001 |
| Mexico | 469439 | 433811 | 453440 | 342899 | 318833 |
| Poland | 245528 | 237047 | 234044 | 240349 | 315002 |
| Italy | 319641 | 320489 | 314465 | 266424 | 299167 |

(Source: ITC)

Top Export Destinations of Pakistan Stationery

Unit : US Dollar thousand

| Importers | Exported value in 2017 | Exported value in 2018 | Exported value in 2019 | Exported value in 2020 | Exported value in 2021 |
|--------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| World | 2646 | 2572 | 2429 | 1367 | 2027 |
| United Arab Emirates | 512 | 664 | 904 | 475 | 555 |
| United States of America | 379 | 300 | 298 | 134 | 415 |
| Kenya | 142 | 126 | 153 | 96 | 258 |
| United Kingdom | 188 | 150 | 178 | 132 | 203 |
| Madagascar | 131 | 91 | 124 | 95 | 115 |
| Ghana | 0 | 0 | 41 | 0 | 48 |
| Afghanistan | 337 | 341 | 151 | 117 | 43 |
| Bahrain | 1 | 14 | 1 | 9 | 39 |
| Chile | 0 | 0 | 0 | 0 | 36 |
| Kuwait | 89 | 32 | 70 | 31 | 36 |

(Source: ITC)

TOP EXPORTERS:

| Serial No: | EXPORTERS |
|------------|--|
| 01 | <p>M/s. DOLLAR INDUSTRIES (PVT) LTD Address: D-85 S.I.T.E Manghopir Road, Karachi Email: info@dollar-stationery.com Contact Info: +92-21-32563535</p> |
| 02 | <p>M/s. INDUS PENCIL INDUSTRY (PVT) LTD Address: B/54, S.I.T.E. Manghopir Road, Karachi Email: info@induspencil.com Contact Info: +92-21-32573214</p> |
| 03 | <p>M/s. TAJ COMPANY(PVT) LTD Address: Quran Manzil 70-Sheikh Abdul Qadir Jillani, Lahore Email: tajcom@hotmail.com Contact Info: +92-423-7106389</p> |
| 04 | <p>M/s. SAYYED ENGINEERS LTD Address: 49 KM - Multan Road, Bhaipheru Email: info@sayyed.com.pk Contact Info: +92-423-5177610</p> |

| Serial No: | EXPORTERS |
|------------|--|
| 05 | <p>M/s. MARK INDUSTRIES Address: G-191 Liaquat Road, Islamabad Email: info@markindustry.com Contact Info: +92-51-4493774</p> |
| 06 | <p>M/s. AFTAB SONS WRITING INSTRUMENTS Address: 16 K.M. Sheikhpura Road, Karachi Email: asignaturepen@gmail.com Contact Info: +92-423-6284220</p> |
| 07 | <p>M/s. UMAR ENTERPRISES Address: Office no. 1 Qaumi Market Near BIilal Masjid Main Bazar, Torkhan Email: ashfaq.alidina@abbott.com Contact Info: +92-924240100</p> |
| 08 | <p>M/s. SHAHSONS (PVT) LTD Address: Manghopir Road, S.I.T.E, Karachi Email: ashhad@shahsons.com Conatct Info: +92-21-32577392-95</p> |
| 09 | <p>M/s. WELCOME BOOK PORT Address: Main Urdu Bazar M.A Jinnah Road, Karachi Email: welbooks@hotmail.com Contact Info: +92-21-32633151</p> |

For other exporters, please visit: tdap.gov.pk/pakistani-exporters



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