

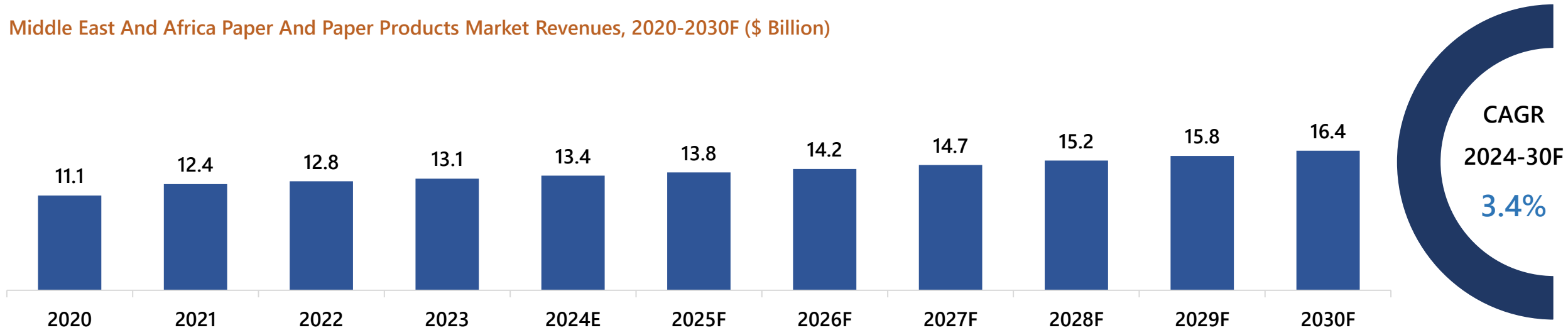
Middle East Africa Paper Products And Stationery Market (2024)



Middle East And Africa Paper Products And Stationery Market Overview

Middle East And Africa Paper and Paper Products Market Revenues

Middle East And Africa Paper And Paper Products Market Revenues, 2020-2030F (\$ Billion)

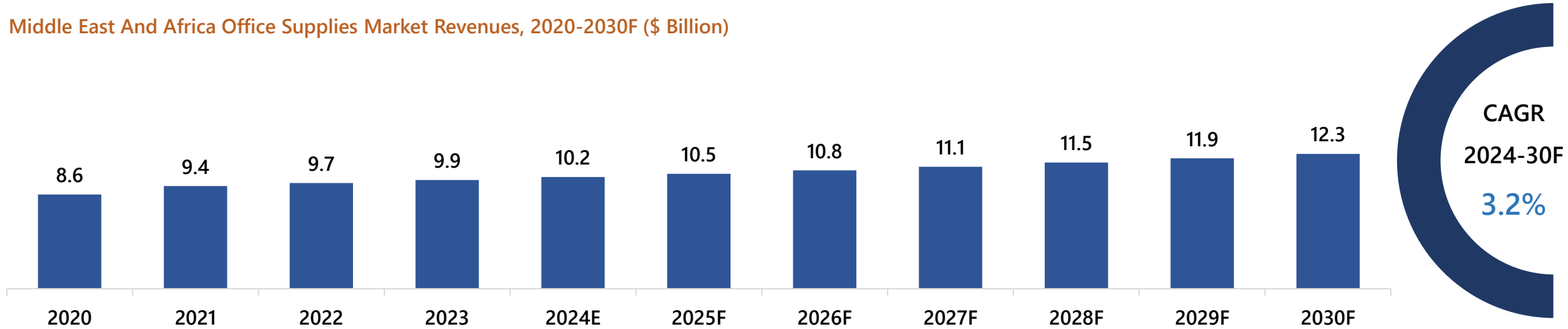


The paper products market in the Middle East And Africa is expected to experience significant growth due to increasing demand from offices and schools. In 2024, Apex Group, a global financial services provider, launched a new office in Saudi Arabia, further expanding its presence in the Middle East. Additionally, 350,000 square meters of office space will be added in Qatar in 2024. In the UAE, over 1.85 million square feet of gross leasable area will be handed over in 2024, including the next phases of Expo City Dubai, Wasl Tower, and Millennium Downtown. Kenya's occupancy rates in Grade A offices have slightly increased to around 74%, up from 72.8% in Q1 2022. The African Union recently announced the launch of their Year of Education 2024 under the theme "Educate an African fit for the 21st Century in order to build resilient education systems for increased access to inclusive, lifelong, quality, and relevant learning in Africa," which aims to provide education to more children. As a result, the Middle East and Africa's demand for paper products, such as exercise books, blocks, and folders, is expected to grow in the coming years. This is due to the expanding office sector and the focus on improving education systems, both of which require significant amounts of paper and paper products.

Middle East And Africa Paper Products And Stationery Market Overview

Middle East And Africa Office Supplies Market Revenues

Middle East And Africa Office Supplies Market Revenues, 2020-2030F (\$ Billion)

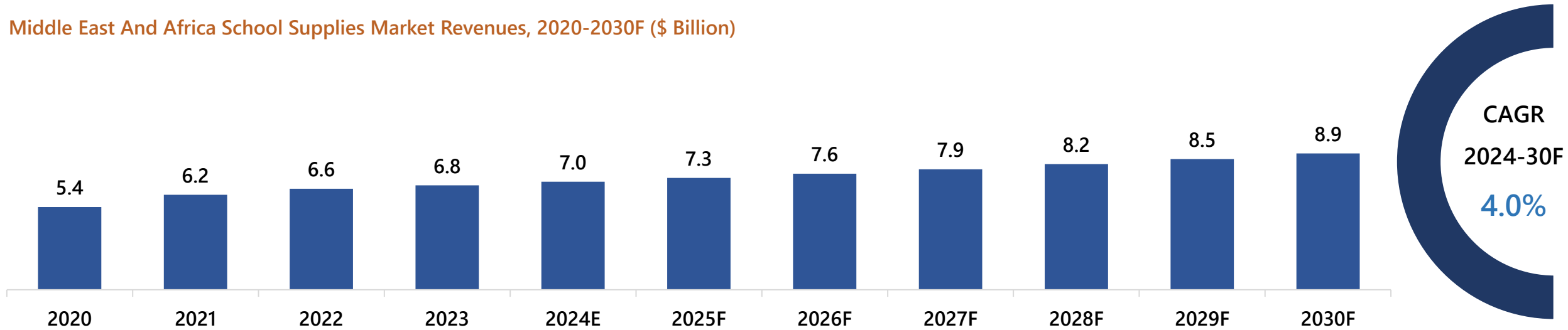


The office supplies market in the Middle East and Africa, encompassing stationery, office furniture, equipment, furnishings, and more, saw significant growth in 2018-2019 due to increased demand from offices. By the end of 2019, Saudi Arabia's office stock had reached 4.3 million square meters (sqm) of gross leasable area (GLA). Looking ahead, the International Monetary Fund (IMF) is set to open a new regional office in Riyadh, Saudi Arabia, in 2024 to enhance partnerships with Middle Eastern countries and beyond. Additionally, KOFISI plans to launch centres in Kigali and Casablanca in 2024, aiming to manage 300,000-500,000 square feet of work and office space in each major African city. These developments are expected to drive the demand for office supplies, including stationery, office furniture, equipment, furnishings, and other related products, across the Middle East and Africa.

Middle East And Africa Paper Products And Stationery Market Overview

Middle East And Africa School Supplies Market Revenues

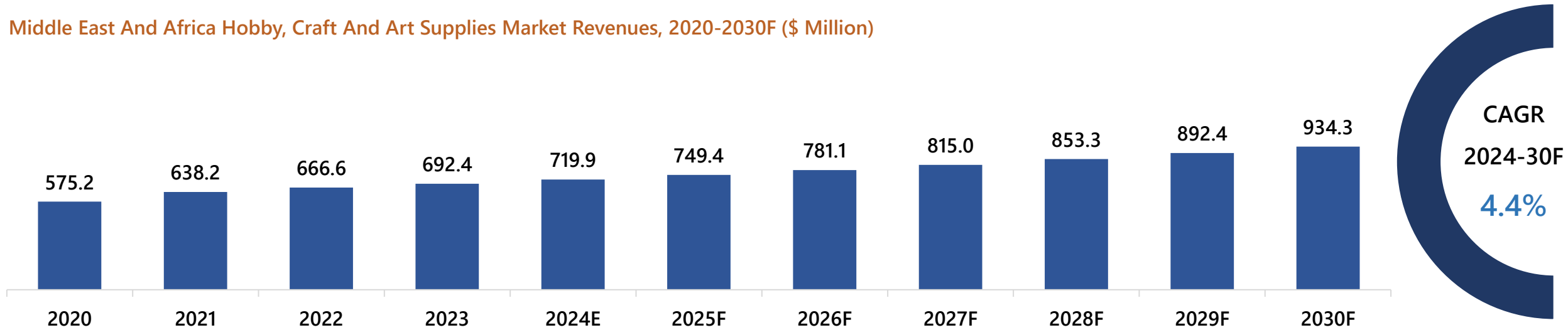
Middle East And Africa School Supplies Market Revenues, 2020-2030F (\$ Billion)



The school supplies market in the Middle East And Africa is expected to witness significant growth due to the substantial expansion of the education sector in Africa, driven by increased investment. This growth is highlighted by the World Bank-financed Basic Education Quality and Equity Improvement Project in 2024. As part of this initiative, 101 new schools are currently under construction, with 164 new classrooms already completed across the continent. Moreover, of the 7,290 bench desks planned for the project's initial two phases, 2,200 have already been delivered. The expansion of school supplies is further supported by the opening of three new British schools in Riyadh between 2024 and 2026, emphasizing the rising demand for educational infrastructure and supplies. Therefore, the surge in educational development in the Middle East And Africa is expected to drive demand for school supplies market, encompassing newsprint paper, writing utensils, drawing materials, and pencils.

Middle East And Africa Hobby, Craft And Art Supplies Market Revenues

Middle East And Africa Hobby, Craft And Art Supplies Market Revenues, 2020-2030F (\$ Million)

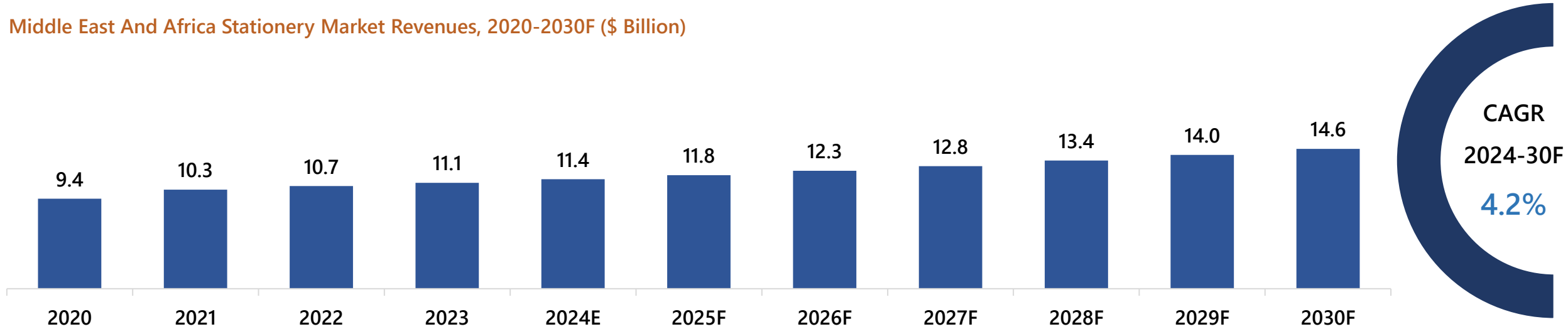


The Hobby, Craft, and Art Supplies market in the Middle East and Africa is expected to witness significant growth due to its substantial use in various events celebrating art and culture. This growth is highlighted by the 12th edition of the Sikka Art and Design Festival in Dubai, held in 2024 at the Al Shindagha Historic Neighbourhood, which showcases outdoor installations, art exhibitions, and workshops where these supplies are utilized. Additionally, events like Africa Celebrates 2024, a five-day event welcoming participation from all African countries and Africans in the diaspora, would further drive demand. During this event, participating countries will market their touristic and business opportunities while exhibiting locally made products, thereby creating additional demand for hobby, craft, and art supplies.

Middle East And Africa Paper Products And Stationery Market Overview

Middle East And Africa Stationery Market Revenues

Middle East And Africa Stationery Market Revenues, 2020-2030F (\$ Billion)



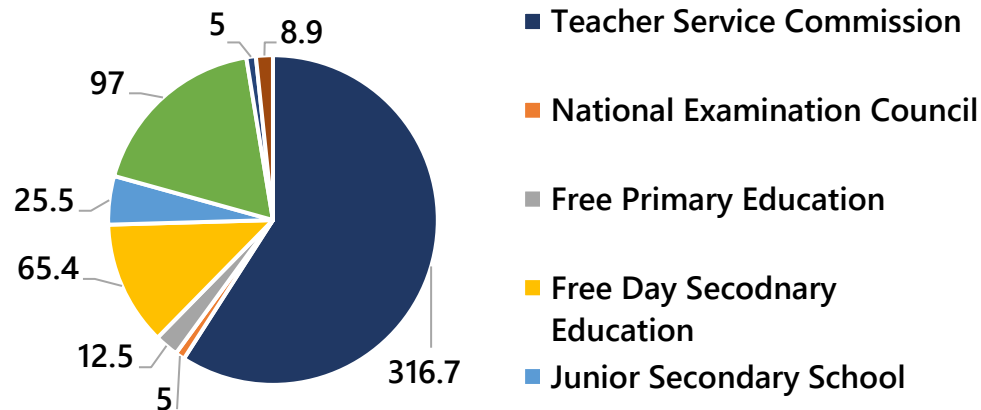
Between 2019 to 2022, the Middle East and Africa's stationery market experienced impressive growth owing to the emergence of 21 new private schools in Dubai, bringing the total count in this sector to an impressive 215 establishments. In the coming years, the market is expected to grow at a decent rate owing to a collaborative investment effort between Safanad and Global School Management. This partnership injected \$200 million into the education sector in the Middle East and North Africa, leading to an increase in student enrolment by 10,000. Additionally, Egypt is expected to rely significantly on the private sector as it needs to create 11 million new K-12 school spots by 2030, with 2.1 millions of these allocated for private institutions. These substantial investments in education, along with a thriving office market in the Middle East, are anticipated to drive the demand for stationery products in the Middle East And Africa region in the coming years.

Middle East And Africa Paper Products And Stationery Market Drivers - Increasing Government Expenditure

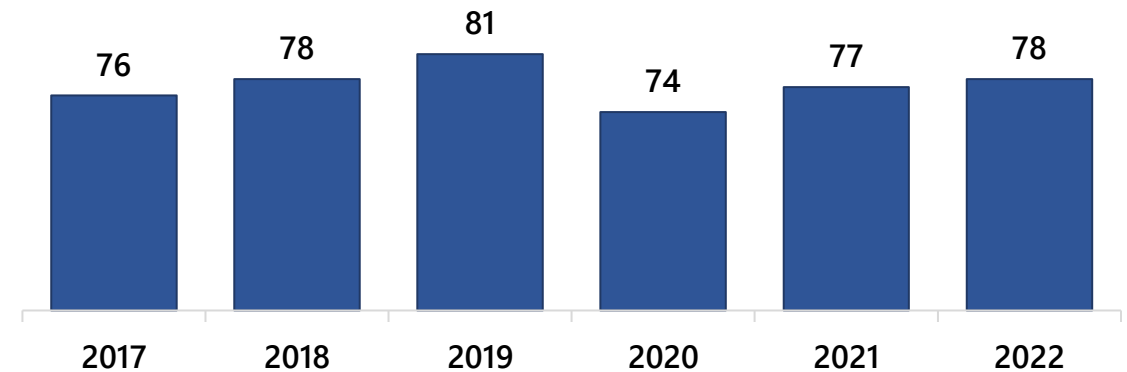
“Government-led educational strategies and initiatives in Middle East and Africa, exemplified by Kenya Vision 2030, Ghana's Education Strategic Plan 2018-2030 etc., along with financial commitments of \$1.1 billion by Kenya and \$27.8 billion by South Africa for the education sector are catalysing the demand for school bags, pencil cases paper and paper products such as exercise books, blocks, folders items and other stationery products across the continent.”

- Government-led educational strategies and initiatives, including Kenya Vision 2030, Egypt Vision 2030, and Ghana's Education Strategic Plan 2018-2030, among others, are pivotal in improving literacy rates in the region and ensuring universal access to education through long-term objectives. Governments are also increasing their financial commitments to education, with the South African government announcing an increase in funding from **\$24.1 billion** in 2020-21 to around **V** in 2023-24. Furthermore, in the 2022 budget, the South African government allocated approximately **USD 27.8 billion** to the basic education sector, reflecting a **4.9%** increase from the previous year. The higher education and training sector received an allocation of approximately **USD 8.4 billion**, a **4.2%** increase from the previous year. Additionally, in 2022, the UAE government allocated \$5.18 billion to education sector, representing around 14% of the total federal budget witnessing an increase of around 100% from 2021 owing to the government Initiative to make UAE an educational hub.
- As investments in the education sector continue to grow and the number of schools and students rise, there would be an increasing demand for school bags, pencil cases paper and paper products such as exercise books, blocks, folders items and other stationery products in the coming years. These escalating investments in education, along with collaborative efforts by governments and international organizations, are poised to drive growth in the education sector throughout the region, subsequently benefiting the paper and paper products market in the foreseeable future.

Kenya Education Sector Budget Allotment 2023 (in Shilling)



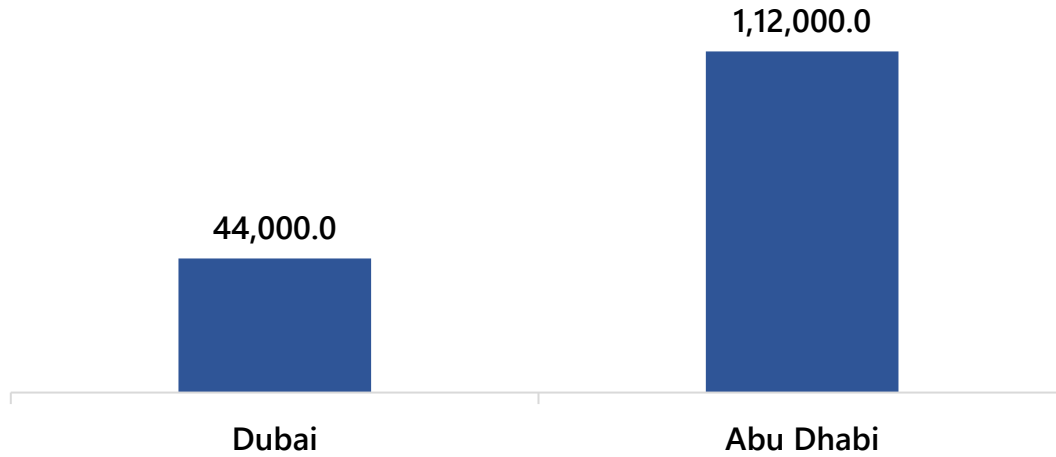
Number of Institution in Higher Education in UAE, 2017-2022



Middle East And Africa Paper Products And Stationery Market Drivers – Growing Number of Commercial Buildings

“The demand for office space is experiencing a significant rise due to expanding business activities in cities such as Riyadh, Dubai, and Istanbul, alongside the burgeoning number of startups across Africa. This growth in the commercial sector across the Middle East And Africa is expected to drive increased requirements for office furniture, equipment, furnishings, paper products, and other related office supplies within these offices.”

Middle East Cities Total Office Stock, Million Sq. m (2024)



Middle East Upcoming Office Projects

Projects	Status	Completion Year	Floors	Function
Azrieli Spiral Tower	Under Construction	2025	91	Office
Cubes Ankara B Blok	Under Construction	2023	29	Office
Jeddah Tower	Under Construction	2025	252	Residential/ Office/ hotel
Toha Tower 2	Under Construction	2024	76	Office
Lusail Plaza Tower 4	Under Construction	2023	64	Office

Dubai is set to expand its office space by an additional 44,000 sq. m., while Abu Dhabi plans to introduce approximately 112,000 sq. m. of new office space in 2024. This has led to a notable increase in rental rates in both cities' office markets during Q1 2024. In Dubai's CBD, average Grade A rents rose by 22% year-on-year, reaching AED 2,600 per sq. m. per annum. Meanwhile, Egypt is expected to increase its office space supply to around 3.6 million sqm by 2025, reflecting a growing demand for Grade A offices. In Tanzania, key players in the coworking industry such as Link Space Tanzania, The Train's House, and KOFISI are emerging, driven by investments in tech companies and office expansion. These developments are likely to significantly boost the demand for paper products, pencils, office furniture, equipment, furnishings, and other office supplies across the Middle East And Africa in the coming years.

Middle East And Africa Paper Products And Stationery Market Key Performance Indicators

South Africa Education Sector Outlook

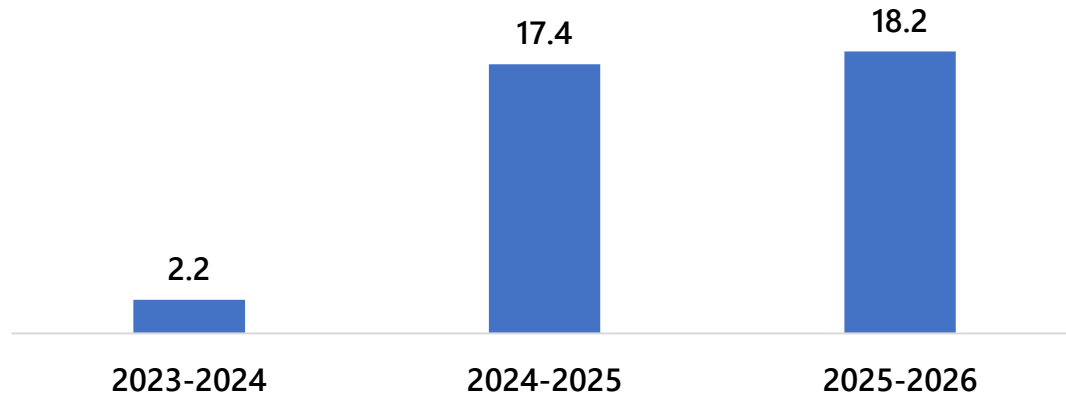
“Government initiatives aimed at boosting school and university enrolment rates, coupled with increased expenditure on basic education projected to reach \$18.2 billion by FY2026, would stimulate demand for paper and paper products market in South Africa. This includes handmade paper, writing utensils, drawing materials, pencils, and related items.”

Increasing enrolment rates in South Africa is a key priority for the government as outlined in its National Development Plan (NDP) vision 2030. Initiatives like the "No Fee" school policy and the Early Childhood Development (ECD) Programme play crucial roles in advancing this objective. Moreover, the anticipated increase in government expenditure on basic education, projected to grow from \$2.2 billion in 2023-2024 to \$18.2 billion in 2025-2026, would generate demand within educational institutions for paper and paper products such as handmade paper, writing utensils, drawing materials, pencils, and related items in South Africa.

South Africa Number of Schools, 2021-2022 (Units)



South Africa Spending on Basic Education , 2023-2026F (Billion)



South Africa Government expenditure per student, 2017- 2021, (USD)

	2017	2018	2019	2020	2021
Primary Education	2,222.5	2,279.1	2,412.1	2,817.6	2,766.4
Secondary Education	2,463.8	2,715.4	2,970.9	3,431.4	3,389.5
Tertiary Education	5,897.3	6,094.7	7,207.0	8,282.9	8,600.7

Middle East And Africa Paper Products And Stationery Market Key Performance Indicators

UAE Office Sector Outlook

"The UAE's office sector, employing 64% of the workforce and contributing 52% to the country's GDP, is anticipated to see positive impacts from planned fiscal reforms, including the introduction of corporate income tax and the restructuring of business fees. This, coupled with growing demand in the tertiary sector and the establishment of new offices, is expected to stimulate the market for office supplies such as pencils, paper, furniture, equipment, furnishings, and related products in these buildings."

- UAE ranked 5th in the world for talent inflow in the country and emerging as the talent magnet in the region. Also, the hiring in UAE was 36% higher in 2021 as compared to 2019.
- Abu Dhabi reported 344,900 square feet (32,000 square meters) of new office demand in 2022, up 5% from 2021, more companies are eager to rent space in the country. Almost 20% of new needs came from tenants in the banking and financial industry which would further boost the office sector activities.
- The office sector with engaging almost 64% of the total workforce in UAE contributes almost 52% in the GDP of UAE also, the planned fiscal reforms, including the expected introduction of a corporate income tax and gradual phasing out of business fee structures would further boost the investment coming in tertiary sector & corporate jobs.
- Moreover, the rising demand in the tertiary sector and the establishment of new offices would drive the need for office furniture, equipment, furnishings, and other essential products. Paper products such as paper, pens, pencils, and files are crucial for day-to-day office operations and would also experience increased demand as a result.

UAE Office Space, 2023

City	Total Gross Leasable Area (2022)	Planned Gross Leasable Area (2023)	YoY
Dubai	9,100,000 Sqm	100,000 Sqm	21%
Abu Dhabi	3,000,000 Sqm	35,000 Sqm	8%

UAE Office/Buildings in 2024

Office/Buildings	City	Expected Completion
Al Wasl Tower	Dubai	2024
City Tower 1	Dubai	2025
DIFC Living and Innovation Two	Dubai	2025

Middle East And Africa Paper Products And Stationery Market Key Performance Indicators

Kenya Commercial Office Sector Outlook

“In Kenya, the commercial office sector has significantly bolstered the market for stationery products such as paper, writing utensils, and office supplies in recent years. Furthermore, under the country’s Vision 2030, the development of commercial office spaces is expected to grow, likely boosting the demand for office supplies such as office furniture, equipment, furnishings, and other related products in these commercial offices.”

- During 2018-2021, developers holding back their new development plans as they await for absorption of existing office spaces. Also, in 2020, construction activities of office spaces were slowdown due to the limited access to credit as banks have been limiting their lending's to real estate due to high levels of loan defaults and restructuring
- The development of new commercial office spaces in Kenya, including projects like Purple Tower and The Atrium, is anticipated to grow. This growth is likely to increase the demand for office supplies such as furniture, equipment, furnishings, and other related products in these commercial offices.

Nairobi Commercial Office Space Supply (million sq.ft.), 2018-2021

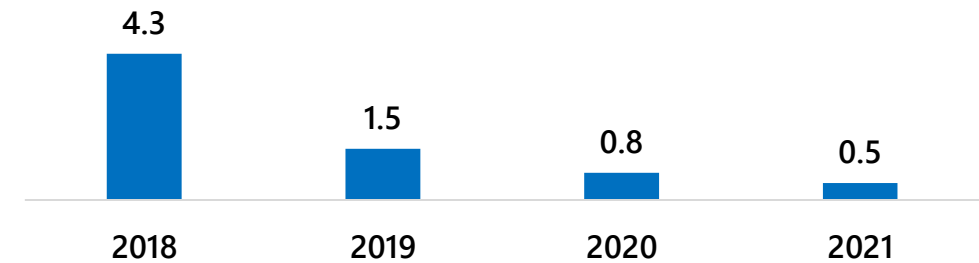


Table : Nairobi Metropolitan Area Commercial Office Space Supply, 2021 & 2022

Major Commercial Office Completion in 2022			
S. No.	Development	Location	Size (Sq.ft.)
1.	The Cube	Riverside	77,876
2.	Sandalwood	Riverside	250,000
3.	One Principal Place	Westlands	126,109
4	The Piano	Westlands	136,167

Nairobi Office Supply Pipeline in 2024

Nairobi Office Supply				
S. No	Development	Location	Size (SQM)	Completion
1.	Purple Tower	Mombasa Road	18,500	2024
2.	The Atrium	Westlands	9000	2024
3.	Bishop’s Road	Upperhill	9000	2024

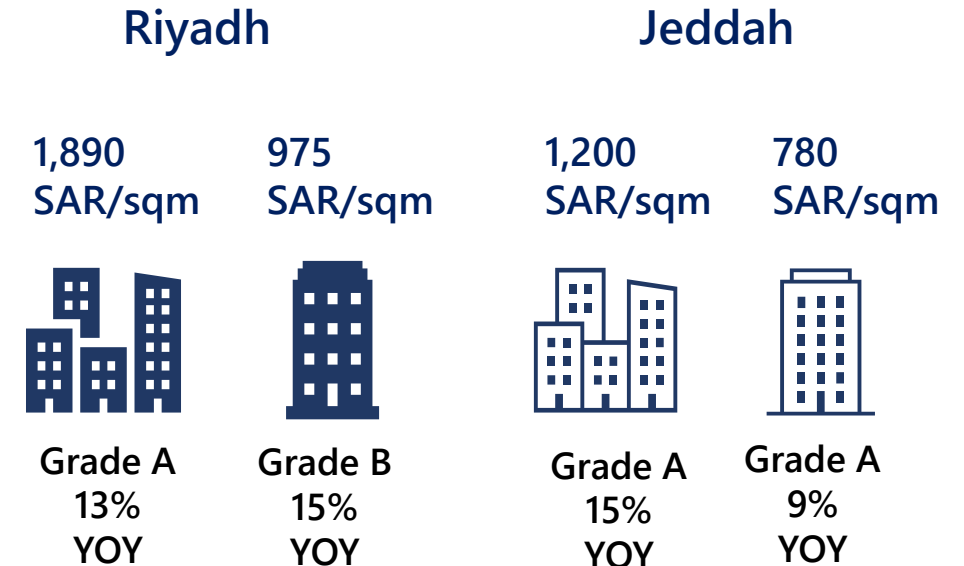
Middle East And Africa Paper Products And Stationery Market Key Performance Indicators

Saudi Arabia Office Sector Outlook

“The surge in demand for office spaces in Riyadh, the capital city, along with the simultaneous increase in occupancy rates to 95% in Jeddah, is anticipated to drive greater utilization of office supplies. This is likely to boost the market for office supplies in Saudi Arabia, including products such as office furniture, equipment, furnishings, and more.”

- Due to an increasing number of offices being established in Riyadh, the rates for leasing office spaces have seen a substantial 13% increase over the 12-month period concluding in June 2023. The average lease rates for premium office spaces have risen to approximately SAR 1,890 per square meter, up from the previous SAR 1,675 per square meter.
- Currently, the occupancy levels stand at an impressive 98%, which reflects a rise of approximately 2 percentage points compared to the same time last year. During the first half of 2023, 100,000 square meters of new office space entered the market, bringing the city's total supply to 5.2 million square meters.
- Over the next three years, it is anticipated that the city's supply will expand to 5.9 million square meters, with approximately 676,000 square meters to be added to the existing stock.
- The demand for office space in Jeddah is also on the upswing. Currently, occupancy rates for Grade A office spaces are at 95%, up from 90% in Q2 2022, while Grade B office spaces have an occupancy rate of 86%. The existing office stock in Jeddah comprises 1.3 million square meters. By 2025, it is projected that Jeddah's supply will increase by 3%, with around 41,000 square meters expected to enter the market.
- The increasing number of multinational corporations choosing Riyadh as their Middle East headquarters, coupled with the substantial rise in office space leasing rates in the city, is expected to boost the demand for office supplies in the Middle East. This includes products such as office furniture, equipment, furnishings, and stationery, as well as paper and paper products like handmade paper, writing utensils, and pencils. The growing number of business establishments will drive the need for these supplies and equipment, leading to increased consumption in the region.

Saudi Arabia Office Lease Rates , Q2 2023



“An increasing number of corporations are choosing Riyadh as the location for their Middle East headquarters, with over 80 multinational businesses having already obtained licenses to operate in the Kingdom.”

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