

Markers Infographic

Markers were originally developed in the 1940s for design and illustrations work. Nowadays, their portability, versatility and simplicity to use has made them one of the most popular paint media to use!

Markers are part of Drawing Materials, **the largest art materials category in North America and Europe** and showing **growth**. Markers are also among the **most used art materials**, particularly in Europe.



4 of the top 10 most sold W&N global SKUs by sell out are Markers.



Outside Fine Art, Marker pens are widely used in fashion to create clothing related illustrations and in the tattoo industry to design new templates.



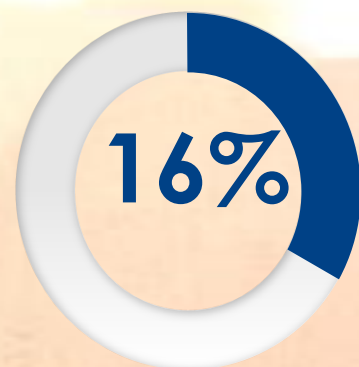
The favourite themes to illustrate are comic, botanical, manga, portrait, landscape and fashion



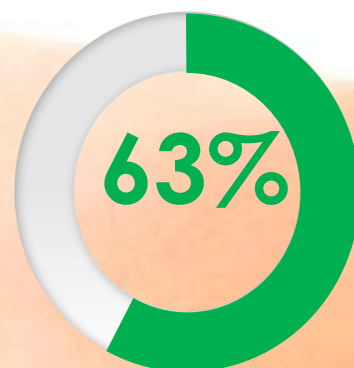
Sets are popular among artists, especially as starter packs or as gifts



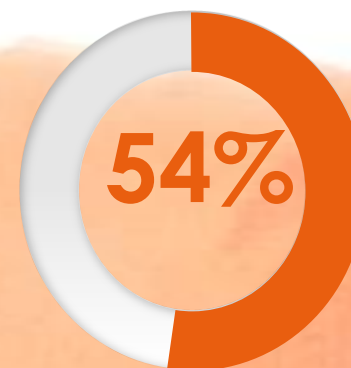
Black is the best selling colour, followed by greys and natural/skin tones. **Metallics** are the "new neutrals" across industries (fashion, beauty, etc)



Markers **category share** across **W&N global sales***



of Marker sales are across **Sets***



Of all artists **use** Markers**



No. of times Markers are **purchased annually****

* Based on Colart internal sales data – 2018/2019.

** Based on European artists survey by EuACA in 2018.