



Writing Instruments in France

January 2024

Table of Contents

Writing Instruments in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poor results for writing instruments mainly driven by sacrifices to school budgets
Skyrocketing unit prices boost value sales of premium/luxury writing instruments
Bic stays afloat in basic products while Montblanc still dominates premium/luxury writing instruments

PROSPECTS AND OPPORTUNITIES

French consumers could limit their budgets for writing instruments
The rising trends of sustainability and the second-hand market
Recovery of e-commerce via online marketplaces

CATEGORY DATA

Table 1 - Sales of Writing Instruments by Category: Volume 2018-2023
Table 2 - Sales of Writing Instruments by Category: Value 2018-2023
Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2018-2023
Table 4 - Sales of Writing Instruments by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Writing Instruments: % Value 2019-2023
Table 6 - LBN Brand Shares of Writing Instruments: % Value 2020-2023
Table 7 - Distribution of Writing Instruments by Format: % Value 2018-2023
Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2023-2028
Table 9 - Forecast Sales of Writing Instruments by Category: Value 2023-2028
Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2023-2028

Personal Accessories in France - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

Table 12 - Sales of Personal Accessories by Category: Volume 2018-2023
Table 13 - Sales of Personal Accessories by Category: Value 2018-2023
Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023
Table 15 - Sales of Personal Accessories by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Personal Accessories: % Value 2019-2023
Table 17 - LBN Brand Shares of Personal Accessories: % Value 2020-2023
Table 18 - Distribution of Personal Accessories by Format: % Value 2018-2023
Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028
Table 20 - Forecast Sales of Personal Accessories by Category: Value 2023-2028
Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-france/report.