

Writing Instruments in France

Market Direction | 2022-11-15 | 19 pages | Euromonitor

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Report description:

The long-awaited school start of 2022 seems to be rather disappointing, with rather sluggish growth. 2022 was to be the year of a full recovery due to the total absence of lockdowns and closures in school and universities, however, the trajectory has not been as strong as expected.

Euromonitor International's Writing Instruments in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Writing Instruments market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WRITING INSTRUMENTS IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

A rather failed school start, with only sluggish growth seen

Appreciable recovery for upmarket and luxury writing instruments expected

Bic and Staedtler remain co-leaders in standard writing instruments, while Montblanc drives sales of luxury items

PROSPECTS AND OPPORTUNITIES

Comeback to a slow cruising speed from now on

Uncertainty if the trend towards writing, seen during the pandemic, will continue

E-commerce to forge ahead, but also create a double-edged effect on upmarket/luxury writing instruments

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