

## **Writing Instruments in France**

Market Direction | 2025-01-20 | 21 pages | Euromonitor

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### **Report description:**

Writing instruments saw a rather disappointing year in 2024, which failed to see a boost from the back-to-school period in August to early September. Indeed, as witnessed in bags and luggage with schoolbags, the back-to-school period also failed to meet its hoped-for momentum in 2023, as parents continue to display price sensitivity and re-use existing school supplies instead of purchasing new ones. Even though inflationary pressures eased in 2024 compared to 2023, this improving situation has n...

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 (2020-2024), 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 2029 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
January 2025

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2024 proved to be a disappointing year for writing instruments

The event of the Olympics did not boost sales of luxury writing instruments

Bic maintains leadership in basic products, while Montblanc is the most popular luxury pen

#### PROSPECTS AND OPPORTUNITIES

Limited scope for development in a category in structural volume decline

Online marketplaces to fuel e-commerce sales

Growing competition from second-hand and rising sustainable offerings

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