

Luxury Writing Instruments and Stationery in France

<https://marketpublishers.com/r/LBC799C32F5EN.html>

Date: November 2016

Pages: 27

Price: US\$ 660.00 (Single User License)

ID: LBC799C32F5EN

Abstracts

In France, writing instruments and stationery saw the worst performance in luxury goods in 2016. Value sales declined by 3% in current terms, which was a worse performance compared with the CAGR recorded over 2011-2016. Beyond the digitalisation trend, which had already negatively impacted the category during the review period, the category also suffered from lower purchases by foreign tourists, who limited their visits to France due to successive terrorist attacks from November 2015.

Euromonitor International's Luxury Writing Instruments and Stationery in France report offers a comprehensive guide to the size and shape of the Luxury Writing Instruments and Stationery market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Writing Instruments and Stationery retailing along with the development of consumers' shopping patterns. Forecasts to 2020 illustrate how the market is set to change

Product coverage: Luxury Stationery, Luxury Writing Instruments.

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

Why buy this report?

Get a detailed picture of the Luxury Writing Instruments and Stationery 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Luxury Writing Instruments and Stationery by Category: Value 2011-2016

Table 2 Sales of Luxury Writing Instruments and Stationery by Category: % Value Growth 2011-2016

Table 3 NBO Company Shares of Luxury Writing Instruments and Stationery: % Value 2011-2015

Table 4 LBN Brand Shares of Luxury Writing Instruments and Stationery: % Value 2012-2015

Table 5 Distribution of Luxury Writing Instruments and Stationery by Format: % Value 2011-2016

Table 6 Forecast Sales of Luxury Writing Instruments and Stationery by Category: Value 2016-2021

Table 7 Forecast Sales of Luxury Writing Instruments and Stationery by Category: % Value Growth 2016-2021

LVMH Moët Hennessy Louis Vuitton SA in Luxury Goods (france)

Strategic Direction

Key Facts

Summary 1 LVMH Moët Hennessy Louis Vuitton SA: Key Facts

Summary 2 LVMH Moët Hennessy Louis Vuitton SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 LVMH Moët Hennessy Louis Vuitton SA: Private Label Portfolio

Competitive Positioning

Summary 4 LVMH Moët Hennessy Louis Vuitton SA: Competitive Position 2015

Executive Summary

Insecurity Pushes Down the Market Performance

Luxury Brands Are Rushing Into Wearables

Dynamic Growth for Cheaper Luxury Brands

Online Sales Maintain Good Progress

Local Consumption Will Sustain the Growth of Luxury Goods

Key Trends and Developments

A Macro Environment Unfavourable To Luxury Goods in 2016

Luxury Goods Players Are Adapting Their Strategies To New Connected Lifestyles

Luxury Consumers Turn To Less Ostentatious Brands

Online Sales Gain Traction in Luxury Goods

Distribution

Summary 5 Select Luxury Shopping Centres: 2016

Summary 6 Select Luxury Department Stores: 2016

Market Data

Table 8 Sales of Luxury Goods by Category: Value 2011-2016

Table 9 Sales of Luxury Goods by Category: % Value Growth 2011-2016

Table 10 NBO Company Shares of Luxury Goods: % Value 2011-2015

Table 11 LBN Brand Shares of Luxury Goods: % Value 2012-2015

Table 12 Distribution of Luxury Goods by Format: % Value 2011-2016

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2016

Table 14 Forecast Sales of Luxury Goods by Category: Value 2016-2021

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2016-2021

Sources

Summary 7 Research Sources

I would like to order

Product name: Luxury Writing Instruments and Stationery in France

Product link: <https://marketpublishers.com/r/LBC799C32F5EN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LBC799C32F5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970