

Sté Bic SA in Personal Accessories (World)

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Abstracts

Sté Bic SA, one of the top three writing instruments players globally, enjoys strong foothold in Europe, Latin America, Middle East and Africa with its value positioning. The company has however insignificant presence in Asia Pacific, despite having manufacturing capabilities. With Asia Pacific projected to drive global writing instruments growth over 2013-2018, Sté Bic should be looking to further penetrate the region especially as demand in its core market is experiencing weak growth.

Euromonitor International's Sté Bic SA in Personal Accessories (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Personal Accessories industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Bags and Luggage, Jewellery, Watches, Writing Instruments.

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

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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