

# Writing Instruments in Italy

January 2024

**Table of Contents** 

## Writing Instruments in Italy - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Writing instruments category registers growth

Positive trend for e-commerce

Innovation and digitalisation could boost the category

## PROSPECTS AND OPPORTUNITIES

Limited potential in writing instruments

Growth in online activity

Innovate and invest in communication

#### **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 Italy - Industry Overview

### **EXECUTIVE SUMMARY**

Personal accessories in 2023: The big picture

Sustainability gains in importance within personal accessories

Good performance for luxury brands

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-italy/report.