Books, News and Stationery Retailing in France - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Books, News and Stationery products market in France is witnessing a period of turbulence over the past few years. Increasing inclination towards adopting digital technology is expected to impact the performance of the books, news, and stationery products market in France. Sales through online channel are expected to grow at a CAGR of 11.09% during 2014-2019.

Key Findings
- Books, news and stationery segment is projected to account for 2.8% of the total retail market by 2019.
- Advent of digital technology, increasing internet penetration, and increasing adoption of mobile devices is projected to result in a decline of sales of books, news and stationery products.
- Online spending on books, news and stationery is anticipated to increase at a CAGR of 11% in 2014-2019, indicating a clear shift of consumer preference to cost effective channels.
- As increasing number of consumers opt for e-books and organizations aiming at becoming paperless, books and stationery retailers are expected to witness sluggish growth over the next few years.

Synopsis
"Books, News and Stationery Retailing in France - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers
- An overview of key books, news and stationery retailers operating across France and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery sector in the French retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet
demand by analyzing the vital economic and population trends, key consumer and technology trends
influencing the books, news and stationery market

- Analysis of key international and domestic players operating in the books, news and stationery market -
  including store counts and revenues that give you a competitive edge - identify opportunities to improve
  your market share

Contents:
1 Introduction
1.1 What is this Report About?

2 Executive Summary and Outlook

3 Market Context
3.1 A slowing economy with new challenges for retailers
3.1.1 Weakening French economy will slow down retailers’ growth
3.1.2 Household saving rates remains high
3.1.3 Services sector remains the dominant sector for employment
3.1.4 Threat of deflation is a concern for the French economy
3.1.5 Sluggish growth in household consumption expenditure
3.2 Aging population creating new opportunities for retailers

4 French Shoppers
4.1 The aging population and growing single households have different needs
4.2 Demand for organic and locally sourced food products on the rise
4.3 Private labels face tough challenges from national brands even as consumers purchasing power declines
4.4 Click and drive-through outlets - now a mature retail format in France
4.5 Tourism to boost the luxury market in France

5 Doing Business in France
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Geography
5.1.4 Infrastructure and logistics
5.2 Factors influencing investments in France
5.3 Laws to reduce the associated risks at the POS stations
5.4 France passes “anti-Amazon law” in favor of small bookstores
5.5 Sales being state-regulated and restricted to only twice a year
5.6 Taxation in France
5.6.1 Corporate income tax
5.6.2 Withholding tax
5.6.3 Personal income tax
5.6.4 Value added tax (VAT)

6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Books, News and Stationery
6.2.1 Books, News and Stationery by Channel
6.2.2 Books, News and Stationery by Category
6.3.1 Printed Media
6.4 Major Retailers
6.4.1 Books, News and Stationery

7 Appendix
7.1 Definitions
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer
Table 21: Key Books, News and Stationery Retailers in France
Table 22: France Exchange Rate EUR-USD (Annual Average), 2009-2014
Table 23: France Exchange Rate EUR-USD (Annual Average), 2015-2019 Forecasts
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3374951/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Books, News and Stationery Retailing in France - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019 |
| Web Address: | http://www.researchandmarkets.com/reports/3374951/ |
| Office Code: | SCH352IP |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
<tr>
<td>USD 1250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
</tr>
<tr>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
</tr>
<tr>
<td>USD 3750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World