

Characteristics of the French musical instruments industry :



534 M€

Total value of new musical instruments sales (including VAT) in 2021



1 680 000 units

Number of musical instruments purchased or leased in 2021



529,36 €

2021 average new shopping basket. However, there might be important disparities between segments

It is also passionate men and women*...



42 year old **woman**, CSP +**.

Playing the piano as an amateur for over 5 years



39 year old **man**, CSP -

Playing the accordion as an amateur for over 5 years



39 year old **man**, CSP +.

Playing an electronic instrument as an amateur for 2 years



43 year old **man**, CSP +.

Playing a woodwind instrument as an amateur for 2 years



45 year old **man**, CSP +.

Playing guitar as an amateur for less than 2 years



39 year old **man**, CSP -

Playing drums as an amateur for over 5 years



35 year old **man**, CSP -

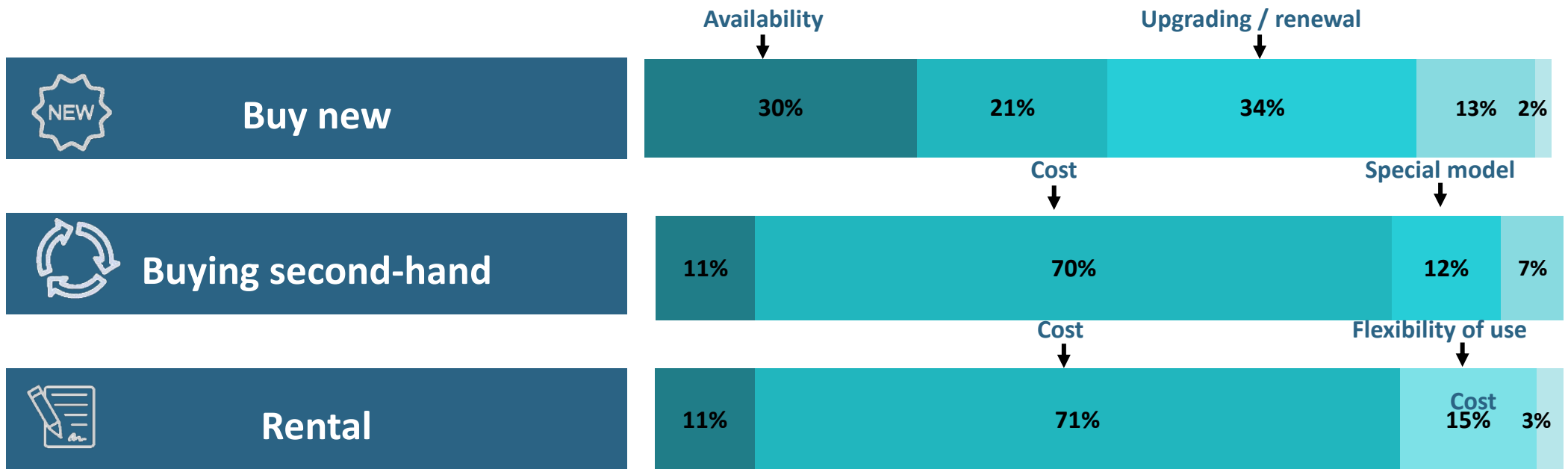
Amateur DJ for less than 2 years



40 year old **woman**, CSP -

Playing the violin as an amateur for over 5 years

... whose expectations and buying habits differ according to the market



	Physical shops (including generalists*)	Online sales	Individuals	Cultural superstores
Pianos and organs	60% (31%)	27%	7%	6%
Plucked strings	54% (37%)	30%	11%	5%
Wind instruments	53% (28%)	31%	7%	9%
Drums and percussion.	49% (32%)	35%	12%	4%
Accordions	48% (27%)	33%	8%	11%
Bowed string instr.	56% (21%)	24%	17%	3%
Electronic instruments	54% (39%)	38%	5%	3%
DJ	40% (26%)	41%	9%	10%
Studio / Home studio	33% (17%)	53%	11%	3%

Their purchasing motivations are multiple, as are the sources of information



1 Start a music practice among amateurs (39%)



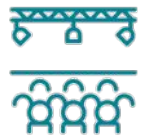
2 Equip themselves during the health crisis lockdown (24%)



3 Participate in an organised musical activity (14%)



4 Start a course at a school or conservatory (10%)



5 Attend a concert, meet an artist (10%)



6 Streaming / video / tutorial / social network post (8%)



7 Take advantage of the opportunity offered by the Cultural pass* (3%)

8 Other (21%)



Exchange with...

- ... a friend (34%)
- ... a relative (22%)
- ... a music teacher (21%)
- ... a professional (violin maker, dealer, etc.) (5%)



Get information from...

- ... an artist (9%)
- ... an internet influencer (6%)
- ... a benchmark publication (6%)



Deciding on their own (8%)

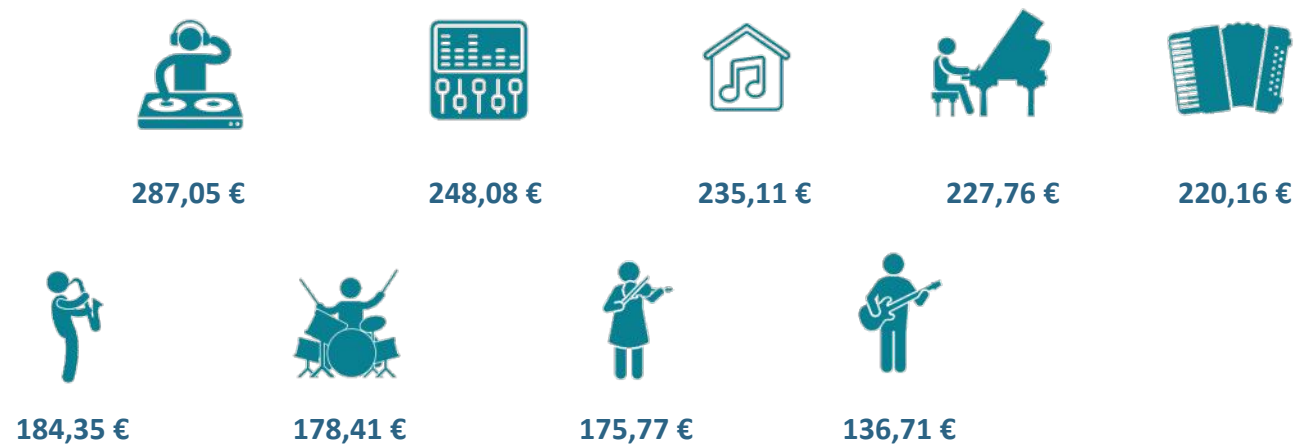
Their consumption of accessories and services is also very heterogeneous

Share of buyers of accessories

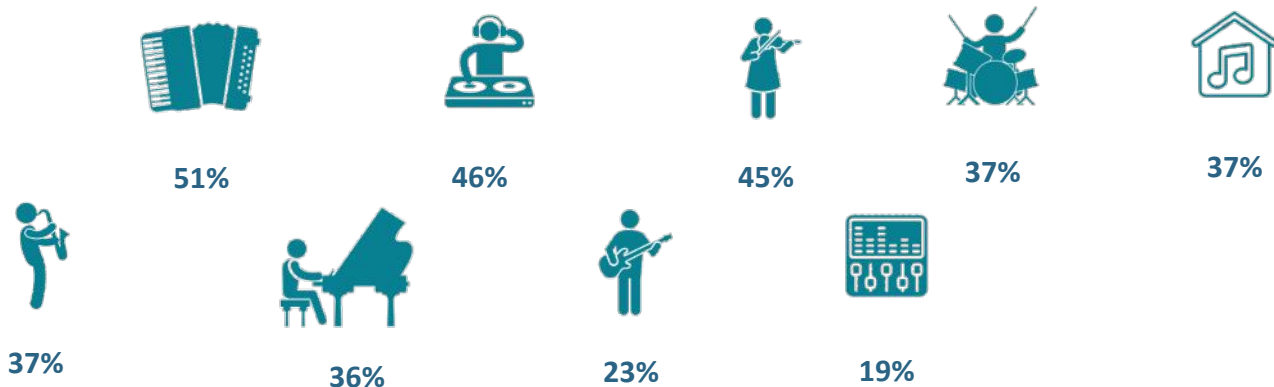
46%

55% among 25-34 year olds

Average expenditure of players in the...



Rate of use of services...



With an average...

... of 1.81 maintenance
in 2 years

and 1.17 services
of repair / restoration in 5 years

44% among 18-24 year olds