

Writing Instruments in Mexico

Market Direction | 2022-11-15 | 20 pages | Euromonitor

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Report description:

The demand for school supplies resulting from the return to class-based learning for the 2022-2023 school year has provided a big boost to sales of writing instruments in 2022, building on the partial recovery seen during 2021. Nonetheless, not all categories are expected to recover to their pre-COVID-19 sales levels. The economic challenges facing many Mexican families is pushing them to restrict their spending to the minimum requirements for school supplies, while many are acquiring economy pr...

Euromonitor International's Writing Instruments in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Colouring, Markers and Highlighters, Pencils, Pens, Writing Accessories.

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

Why buy this report?

- * Get a detailed picture of the Writing Instruments 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.

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