

Writing Instruments in Mexico

Market Direction | 2024-01-16 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The resilient performance expected for writing instruments in Mexico in volume and current value terms in 2023 can be attributed to ongoing post-pandemic economic recovery, sustained employment stability, and an increased level of consumer spending. This positive trajectory is tied to the resurgence of in-person activities, the adoption of hybrid work arrangements, and the resumption of in-person education. Mexican consumers are displaying a growing inclination to acquire writing instruments for...

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 (2019-2023), 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Writing Instruments in Mexico
Euromonitor International
January 2024

List Of Contents And Tables

WRITING INSTRUMENTS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance of writing instruments is fuelled by the return of in-person activities

Social media trends that emerged during the pandemic turn into the next timeless opportunity for writing instruments

Writing instruments becomes more competitive thanks to private label players offering a more affordable price point

PROSPECTS AND OPPORTUNITIES

Although the future signals a push towards technology, writing instruments remain timeless and transcend the back to school concept

With the entry of more brands at a more accessible price point, an emphasis on quality and consumer education will be relevant

To promote growth, collaborations and limited editions will be crucial, adding unique value to cater to diverse consumer preferences

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 MEXICO

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Writing Instruments in Mexico

Market Direction | 2024-01-16 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com