

Writing Instruments in Mexico

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

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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.

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

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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

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