

Writing Instruments in Mexico

Market Direction | 2024-12-06 | 20 pages | Euromonitor

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Report description:

Writing instruments in Mexico is expected to see a strong slowdown in growth in retail current value terms in 2024. This is mainly due to a high base, as the period 2021-2023 saw strong growth rates as sales rebounded after the negative impact of the pandemic, and as children returned to in-person education. In 2024, growth rates are therefore set to normalise. In 2024, growth has also been limited in writing instruments and stationery in line with economic uncertainty and inflation. As a result...

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

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