

Personal Accessories in Mexico

January 2024

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Fuelled by increased consumer confidence, collaborations and exclusive collections propel sales of jewellery in Mexico

PROSPECTS AND OPPORTUNITIES

In times of inclusion, genderless jewellery will pave the way for new products and messages tailored to younger generations

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Hand in hand with exclusivity, Mexicans follow various players' loyalty programmes in traditional watches

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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

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