



Writing Instruments in Mexico

January 2024

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Writing Instruments in Mexico - Category analysis

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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DISCLAIMER

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