

Personal Accessories in Mexico

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Personal Accessories in Mexico

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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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
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