

Writing Instruments in Mexico

January 2024

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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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