

Writing Instruments in Mexico

December 2024

Table of Contents

Writing Instruments in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth for pens and graphite pencils, but non-essential categories lose momentum Newell Brands consolidates its business lines to boost growth in Latin America Société Bic expands in Mexico with a new manufacturing plant in Coahuila

PROSPECTS AND OPPORTUNITIES

Cost-saving strategies: Walmart's Pen+Gear

Faber-Castell: Connecting with consumers through a colourful campaign

Montblanc's tribute to Jane Austen in limited edition pens

CATEGORY DATA

Table 1 - Sales of Writing Instruments by Category: Volume 2019-2024

Table 2 - Sales of Writing Instruments by Category: Value 2019-2024

Table 3 - Sales of Writing Instruments by Category: % Volume Growth 2019-2024

Table 4 - Sales of Writing Instruments by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Writing Instruments: % Value 2020-2024

Table 6 - LBN Brand Shares of Writing Instruments: % Value 2021-2024

Table 7 - Distribution of Writing Instruments by Format: % Value 2019-2024

Table 8 - Forecast Sales of Writing Instruments by Category: Volume 2024-2029

Table 9 - Forecast Sales of Writing Instruments by Category: Value 2024-2029

Table 10 - Forecast Sales of Writing Instruments by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Writing Instruments by Category: % Value Growth 2024-2029

Personal Accessories in Mexico - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 12 - Sales of Personal Accessories by Category: Volume 2019-2024

Table 13 - Sales of Personal Accessories by Category: Value 2019-2024

Table 14 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 15 - Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 17 - LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 18 - Distribution of Personal Accessories by Format: % Value 2019-2024

Table 19 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 20 - Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 21 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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