Euromonitor International

Writing Instruments in Argentina

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Writing Instruments in Argentina - Category analysis

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2024 DEVELOPMENTS

Sales of writing instruments are concentrated during the back-to-school season

Colouring, markers and highlighters offer a wider array of various price points

Economy brands pique the interest of consumers in a challenging economic situation

PROSPECTS AND OPPORTUNITIES

Brands focus on consumption occasions outside of back-to-school, aiming to drive sales all year round

Promotions in hypermarkets and supermarkets are expected to support ongoing sales

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