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Writing Instruments in Argentina<br>January 2024<br>Table of Contents

Writing Instruments in Argentina - Category analysis

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Writing instruments sees retail volume growth as the main sales season falls outside of inflation and price hikes
Economy brands pique the interest of consumers in a challenging economic situation
Greater product diversification for coloured pencils and markers and highlighters

## PROSPECTS AND OPPORTUNITIES

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