



Writing Instruments in Mexico

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and premiumisation define writing instruments in Mexico

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Affordable pricing drives growth amid weak consumption

Pens remain largest category driven by steady demand

Chart 2 - Montblanc's Centennial Edition Highlights the Power of Exclusivity

Markers and highlighters sees dynamic value growth and stable demand

Chart 3 - Affordable Pricing Drives Pen+Gear's Growth Amid Subdued Consumption

Sustainability gains traction with eco-friendly materials and innovations

Chart 4 - Plantable Pencils Drive Circular Economy

WHAT'S NEXT?

Affordable options set to drive future sales as pens remain dominant

Exclusivity expected to drive steady demand through high-end appeal

Price-sensitive consumers set to shape future trends

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Newell Rubbermaid de México leads writing instruments

CHANNELS

Offline sales are driven by product specialisation, while retail e-commerce gains traction

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

Personal accessories outpaces GDP growth in Mexico

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation affects value sales growth in personal accessories

Innovation throughout the value chain drives personal accessories sales

Chart 7 - Samsonite Strengthens Retail Presence in Mexico

Luxury resale market expands as younger consumers embrace circular economy

Chart 8 - Troquer Partners with Liverpool to Expand Second-Hand Luxury Market

WHAT'S NEXT?

Future growth to be driven by premiumisation and technological integration

Luxury resale market set to boom with rental and resale trend

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Mexican personal accessories landscape driven by growing interest in luxury products

CHANNELS

Department stores leads distribution through promotions and financial services

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Mexico 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Mexico 2025

Chart 13 - Consumer Landscape in Mexico 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/writing-instruments-in-mexico/report.