

# Mexico: Stationery - Market Report. Analysis And Forecast To 2025





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# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the stationery market in Mexico. It presents the latest data of the market size, consumption, domestic production, exports and imports, price dynamics and trends in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term.

Country coverage: Mexico

Product coverage:

Pens, stylos, pen-holders, pencil-holders and similar holders

Data coverage:

- Stationery market size and value in Mexico
- Volume and dynamics of stationery production in Mexico
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for stationery
- Stationery market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of stationery in Mexico

Why buy this report

- Get the full picture of the market
- Assess future market prospects
- Identify Key success factors on the stationery market in Mexico
- Adjust your marketing strategy

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## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015		
Market Volume	thousand tonnes	***
	% to 2014	***
<hr/>		
Market Value	million USD	***
in *** prices	% to 2014	***
<hr/>		
Production	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***
<hr/>		
Imports	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***
<hr/>		
Exports	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***

Source: \*\*\*

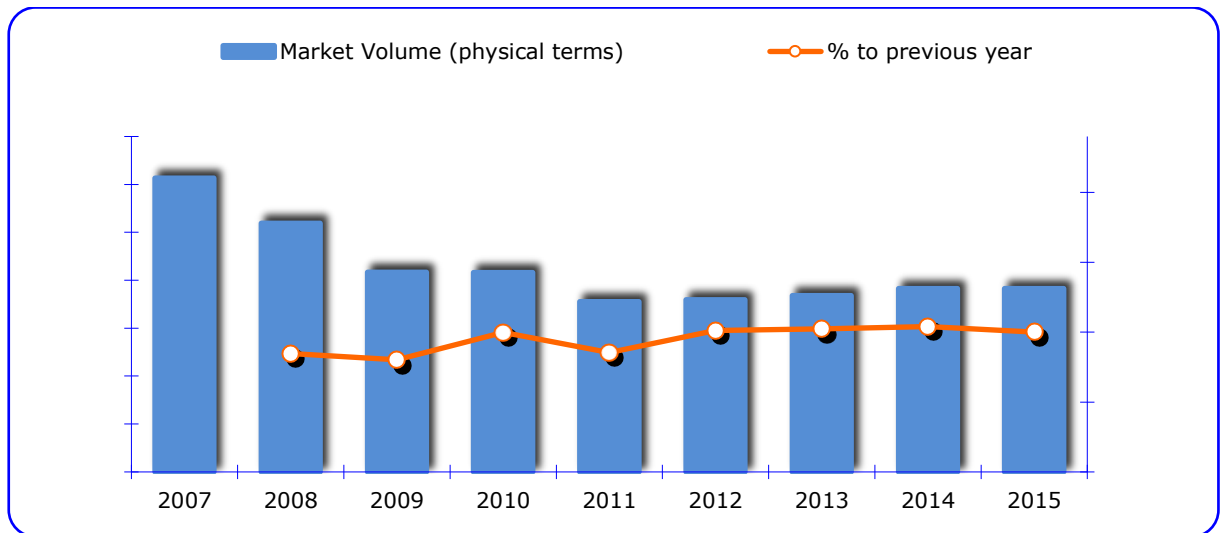
### 2.2 MARKET TRENDS

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# B 3. MARKET OVERVIEW

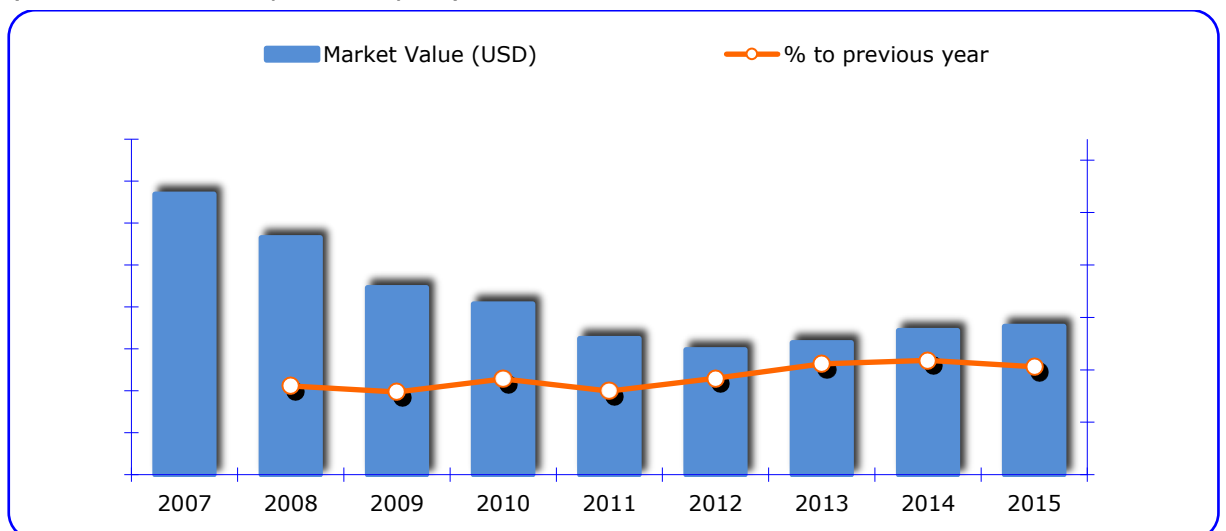
## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes, % to previous year)



Source: \*\*\*

Figure 2: Market Value, 2007-2015  
(million USD, % to previous year)



Source: \*\*\*



Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes)

Product	Tonne	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million USD), in \*\*\* prices

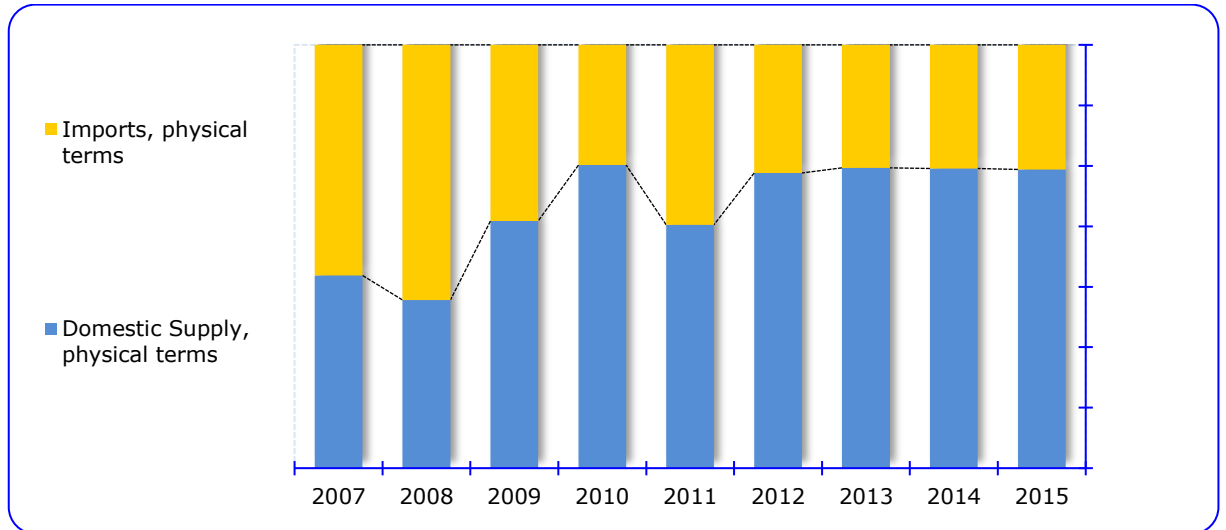
Product	Tonne	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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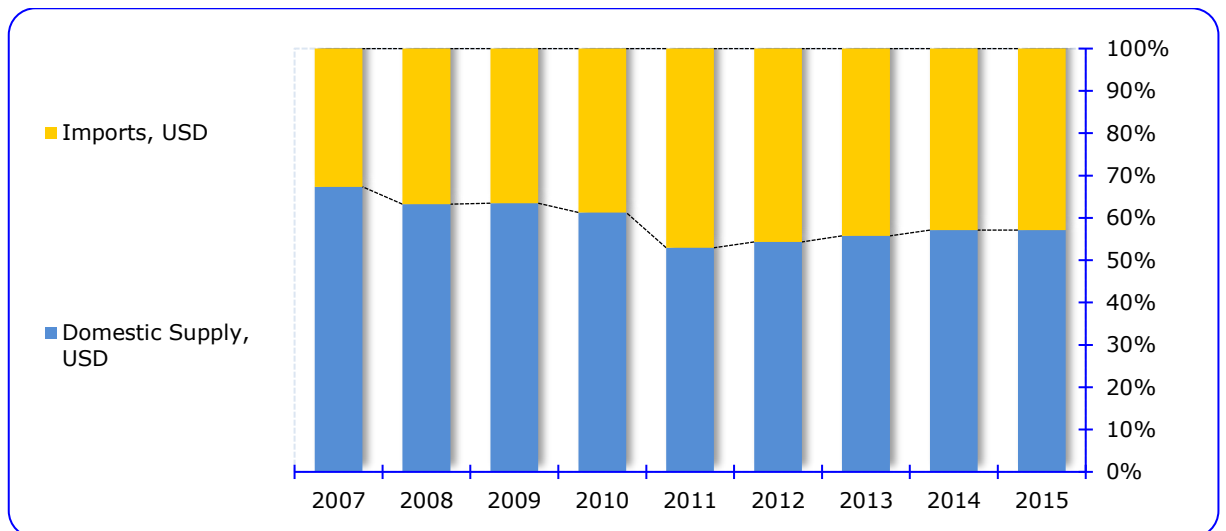
**3.2 MARKET STRUCTURE**

Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on tonnes)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on USD), in \*\*\* prices



Source: \*\*\*

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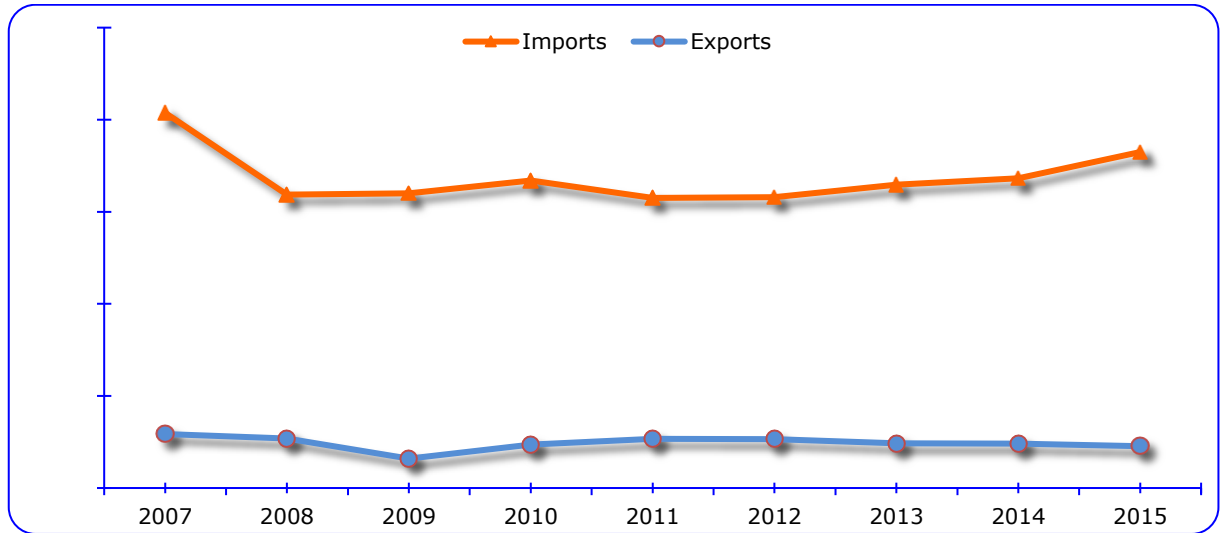


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**3.3 TRADE BALANCE**

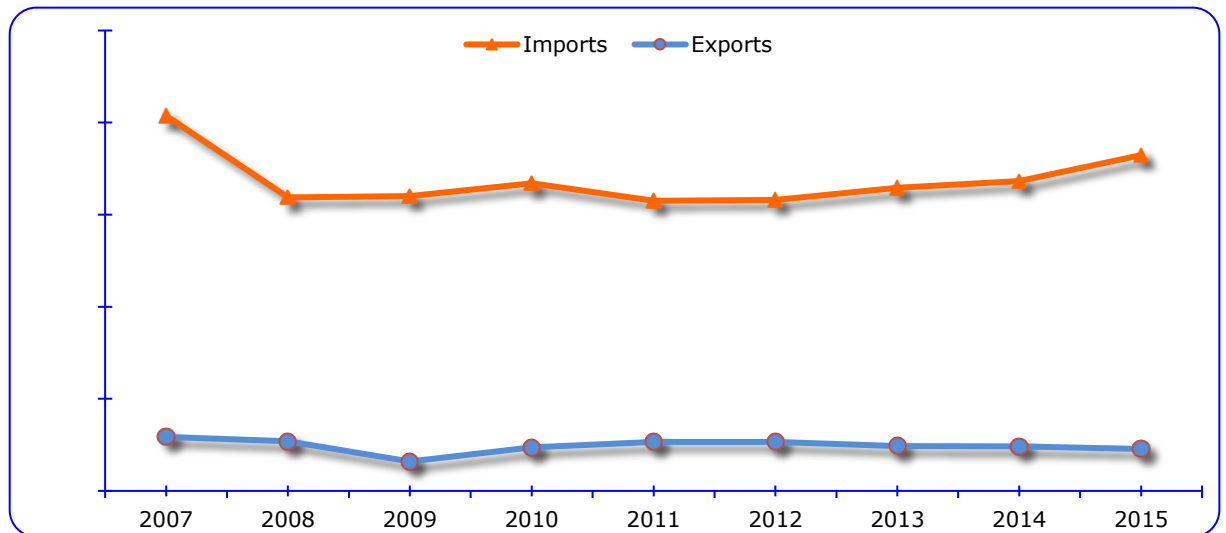
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Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million USD), in import/export prices



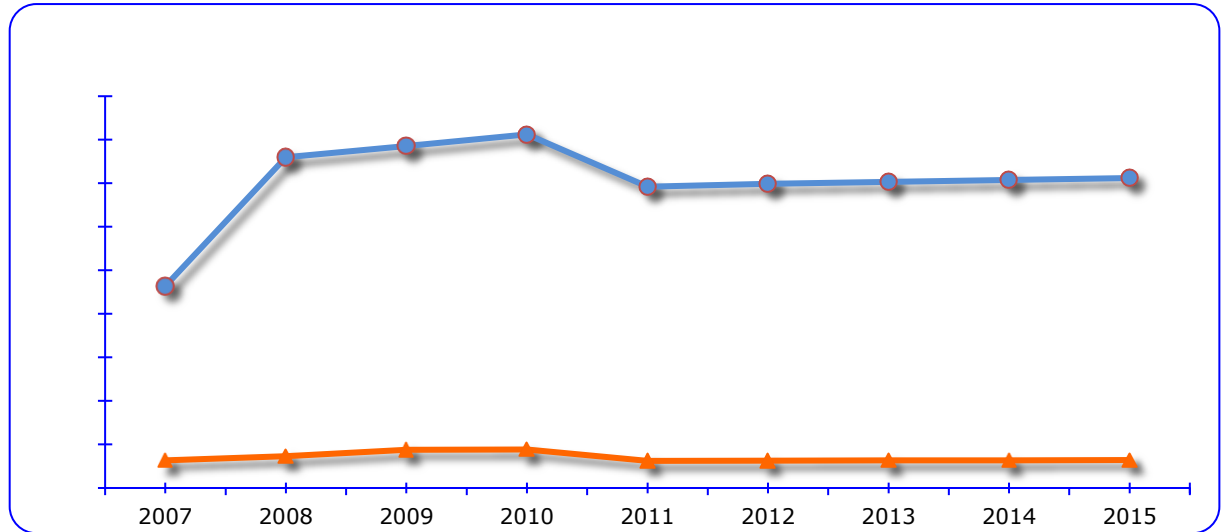
Source: \*\*\*

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### 3.4 PER CAPITA CONSUMPTION

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Figure 7: Per Capita Consumption, 2007-2015  
(tonne/year and USD/year)



Source: \*\*\*

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Table 4: Per Capita Consumption in 2007-2015  
(tonne/year and USD/year)

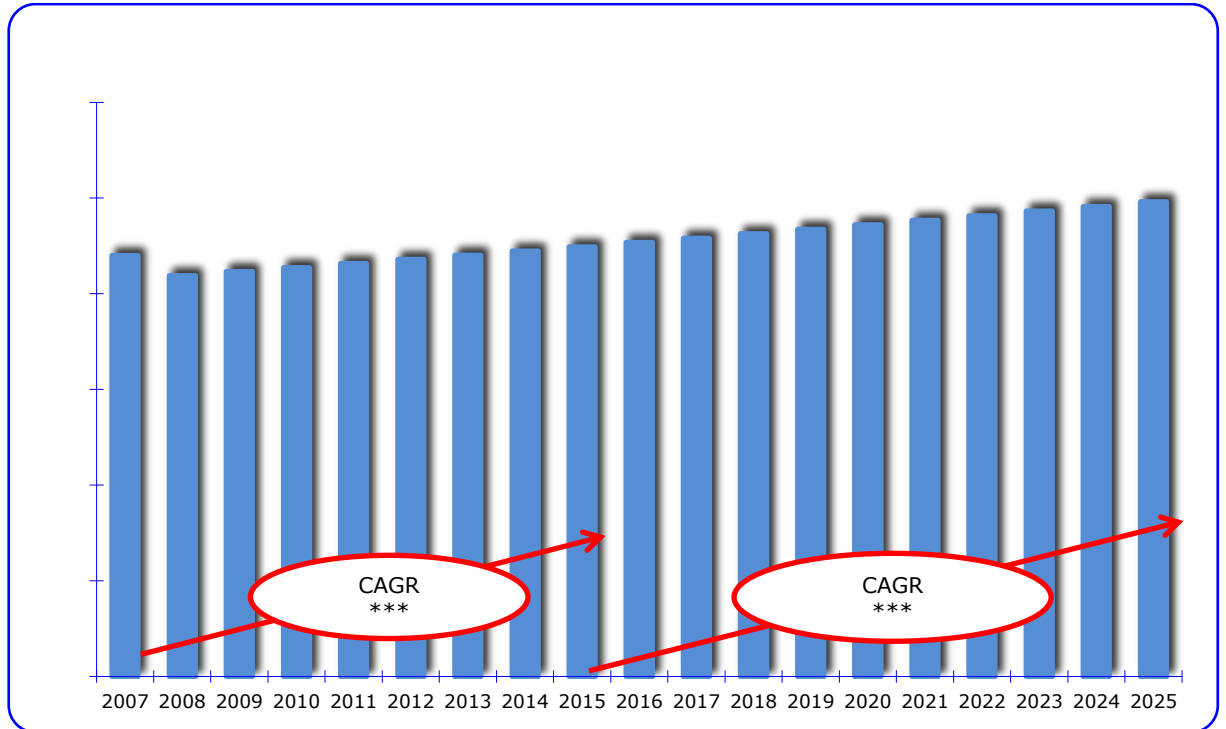
Item	Tonne	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Per capita consumption	Tonne /year	***	***	***	***	***	***	***	***	***	***
Per capita consumption	USD/ year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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### 3.5 MARKET FORECAST TO 2025

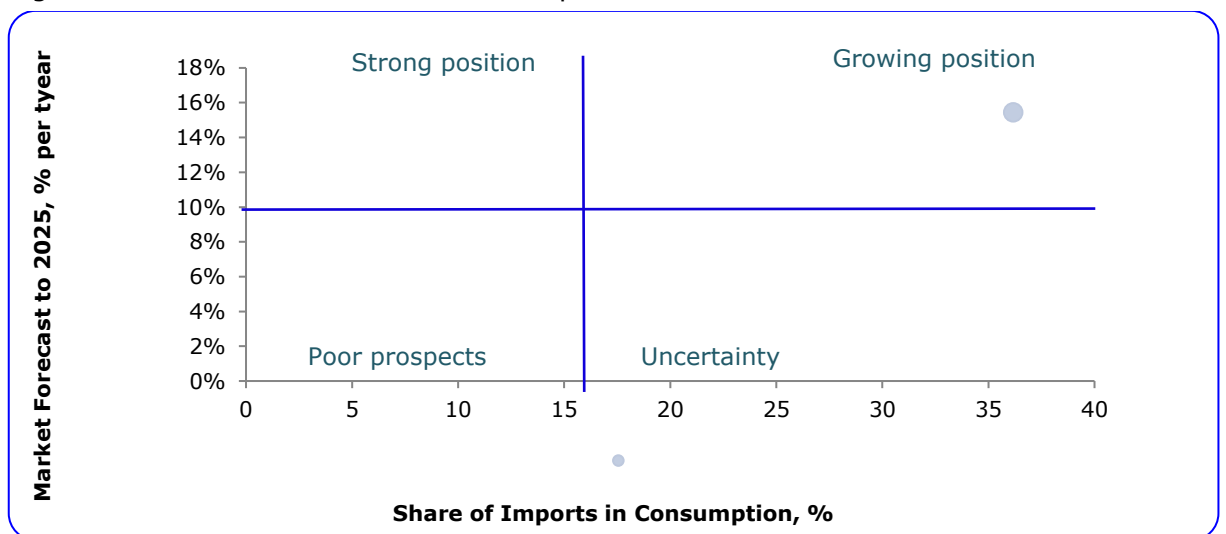
Figure 8: Market Forecast to 2025



Source: \*\*\*

### 3.6 MARKET OPPORTUNITIES

Figure 9: Market Growth Vs. Share of Imports

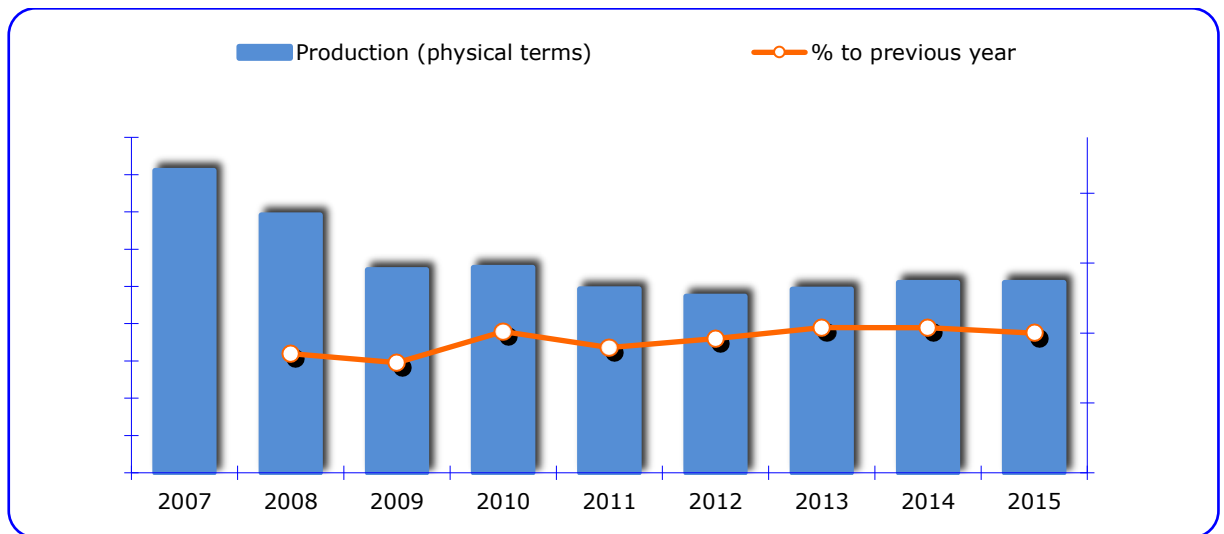


Source: \*\*\*

## B 4. DOMESTIC PRODUCTION

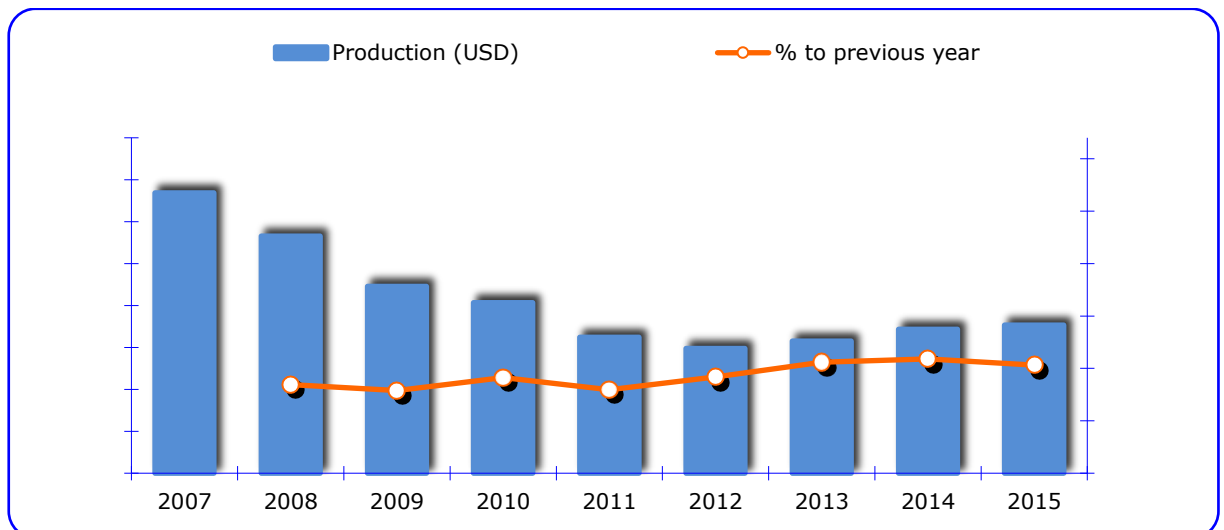
### 4.1 PRODUCTION FROM 2007-2015

Figure 10: Production, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 11: Production, in Value Terms, 2007-2015  
(million USD)



Source: \*\*\*

### 4.2 PRODUCTION BY TYPE

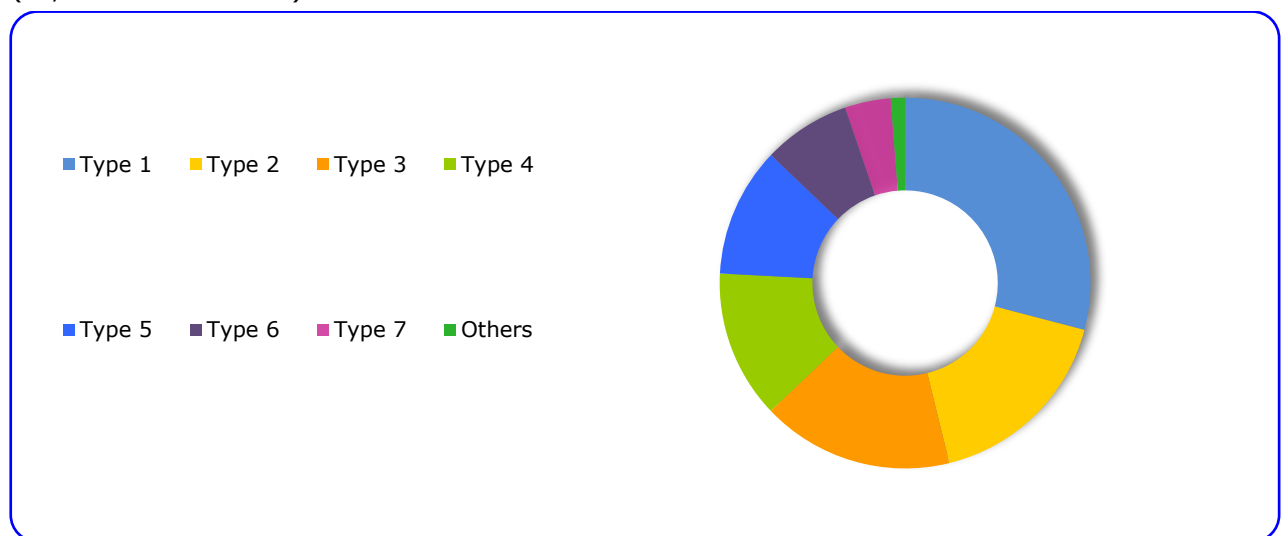
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Table 5: Production, by Type, in Physical Terms, 2007-2015  
(thousand tonnes)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

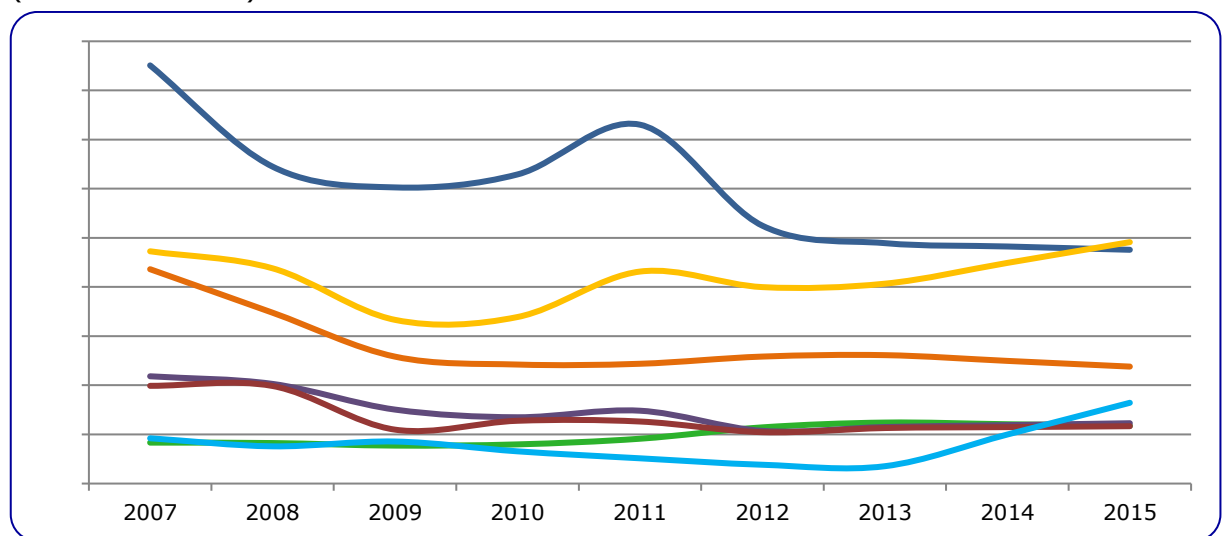
Source: \*\*\*

Figure 12: Production, by Type, 2015  
(%, based on tonnes)



Source: \*\*\*

Figure 13: Production, in Physical Terms, by Type, 2007-2014  
(thousand tonnes)

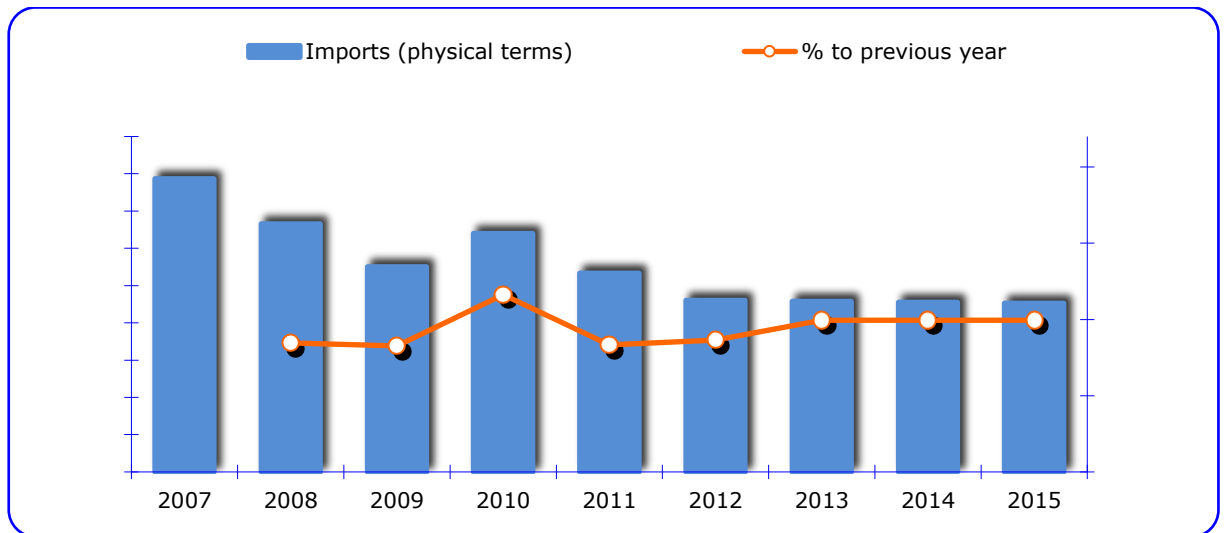


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# B 5. IMPORTS

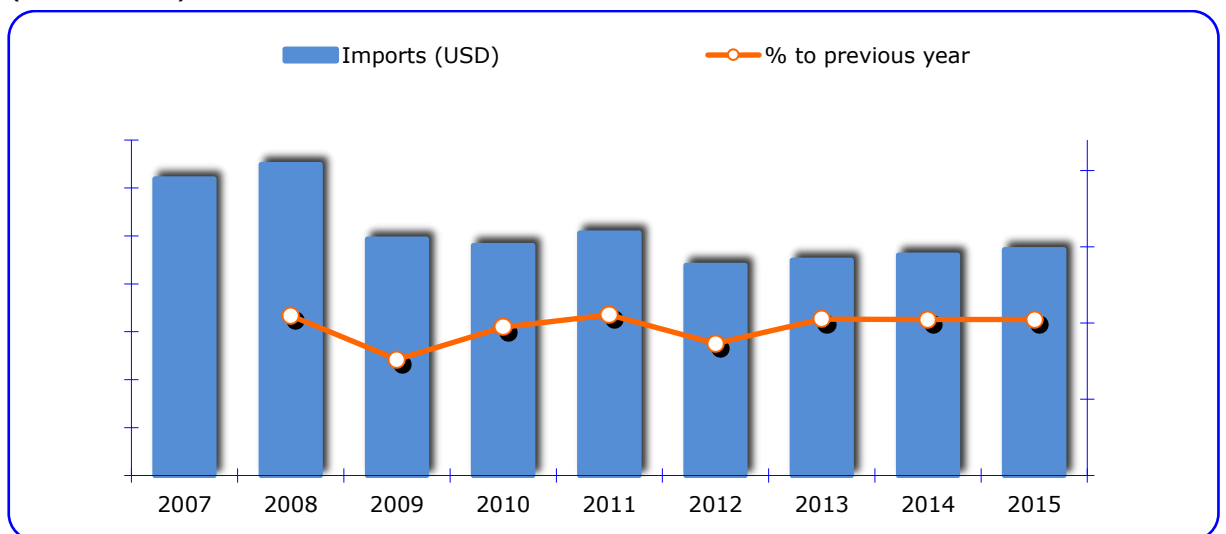
## 5.1 IMPORTS FROM 2007-2015

Figure 14: Imports, in Physical Terms, 2007-2015  
(thousand tonnes)



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Figure 15: Imports, in Value Terms, 2007-2015  
(million USD)



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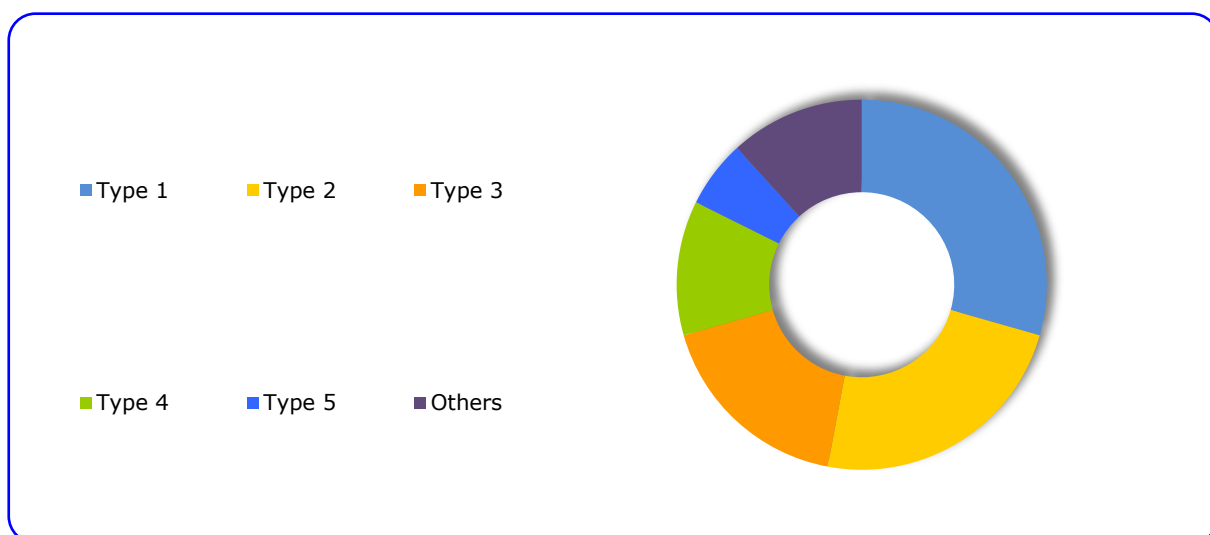
**5.2 IMPORTS BY TYPE**

Table 6: Imports, in Physical and Value Terms, by Type, 2007-2015  
(thousand tonnes, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

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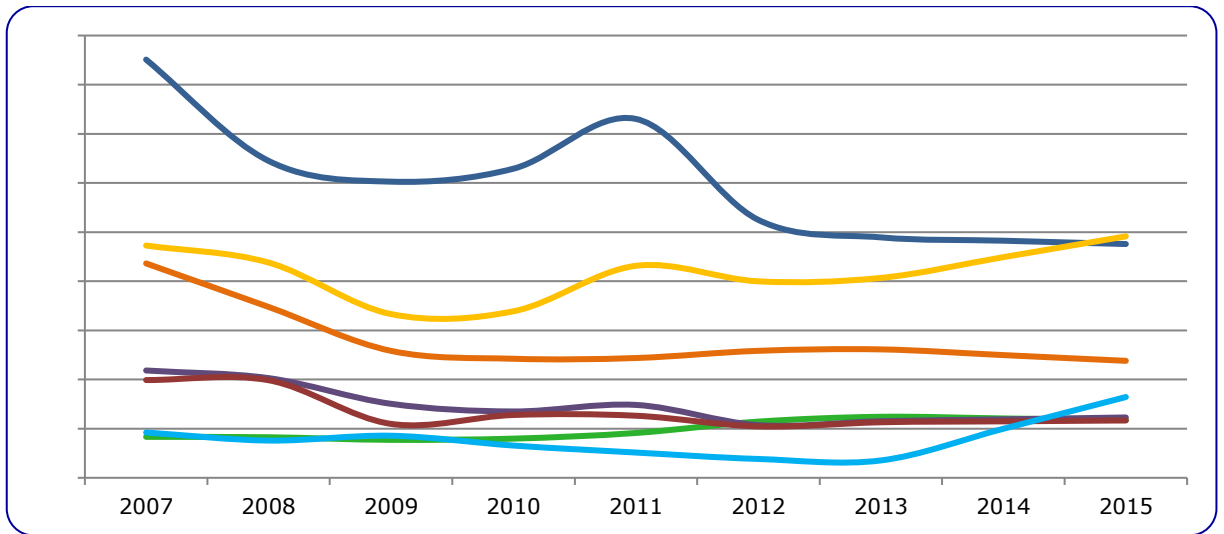
Figure 16: Imports, by Type, 2015  
(%, based on tonnes)



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Figure 17: Imports, in Physical Terms, by Type, 2007-2015  
(thousand tonnes)

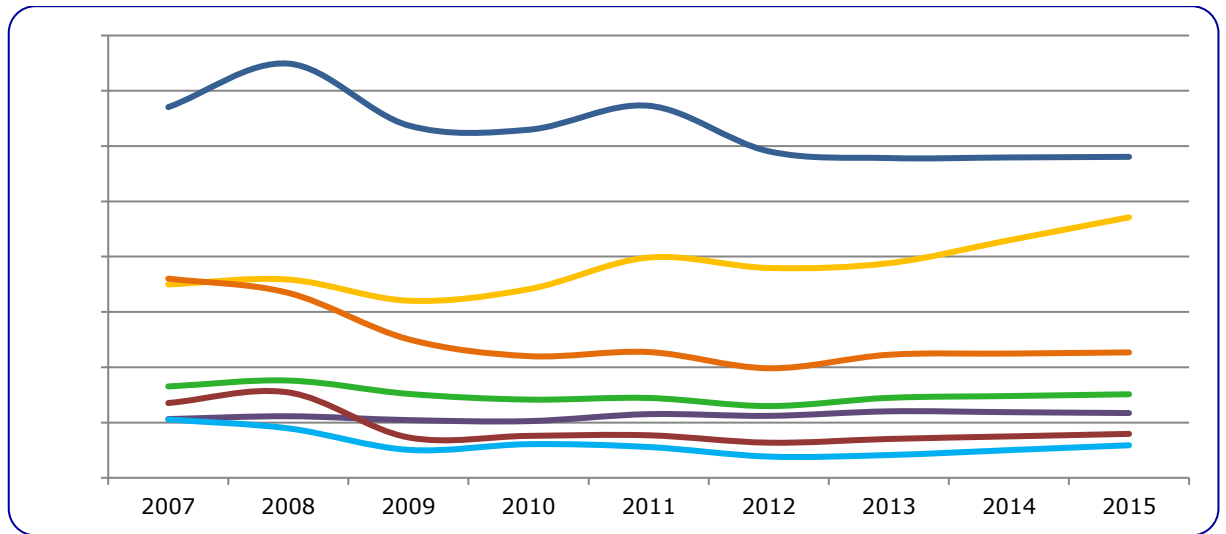


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Figure 18: Imports, in Value Terms, by Type, 2007-2015  
(million USD)



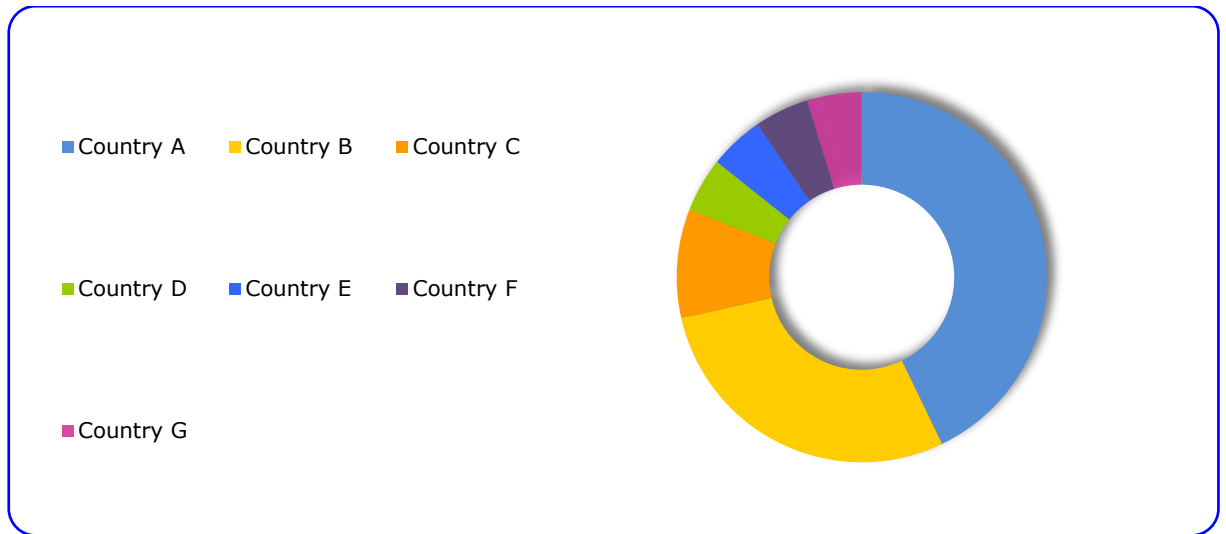
Source: \*\*\*

### 5.3 IMPORTS BY COUNTRY

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Figure 19: Imports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



Source: \*\*\*

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Table 7: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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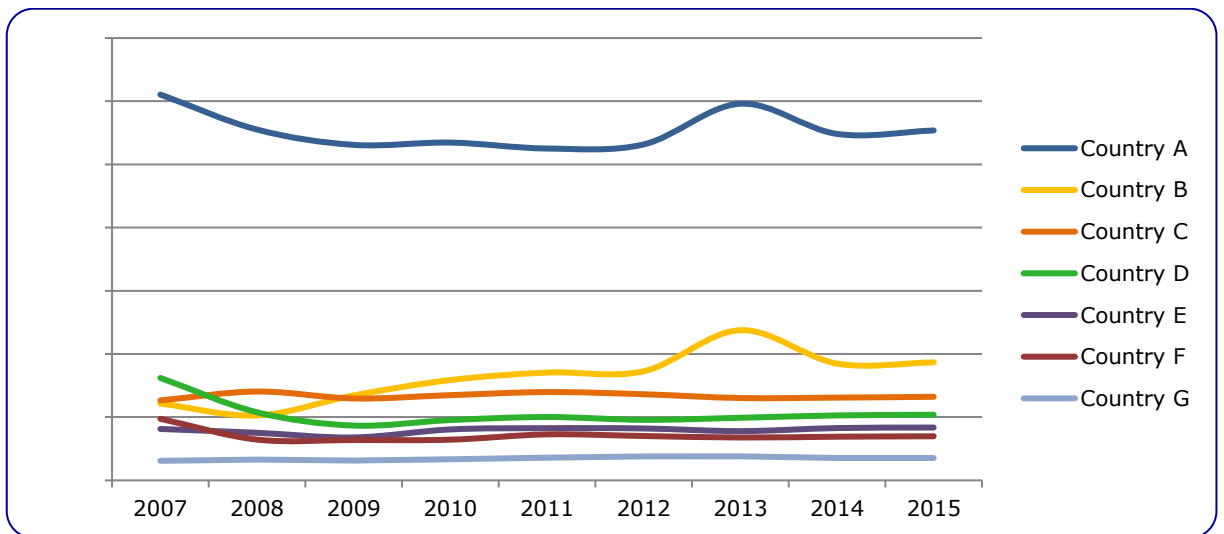
Table 8: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

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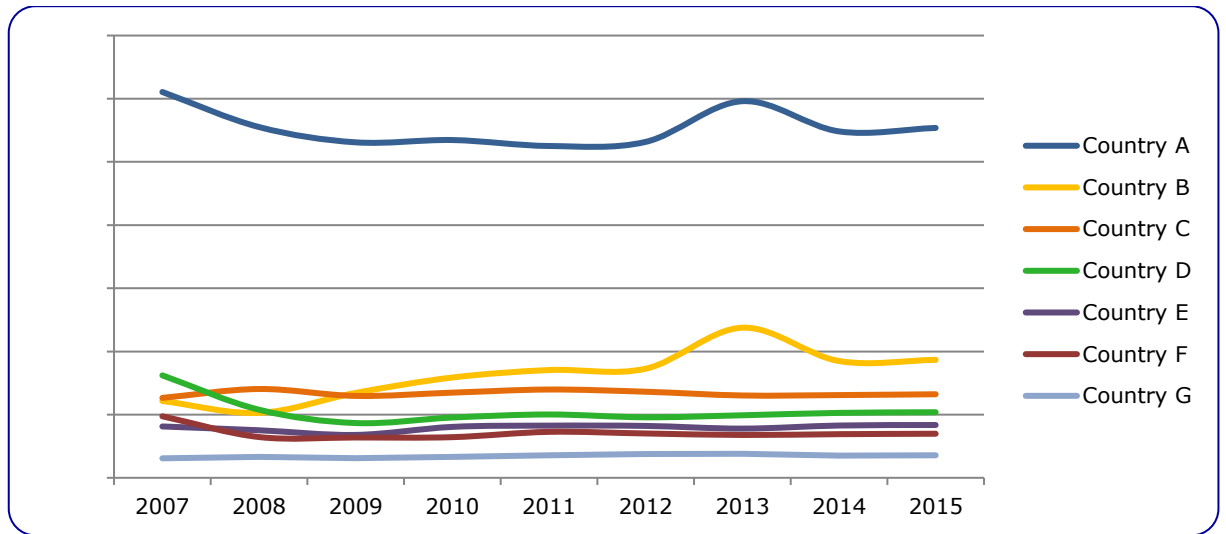
Figure 20: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)



Source: \*\*\*

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Figure 21: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

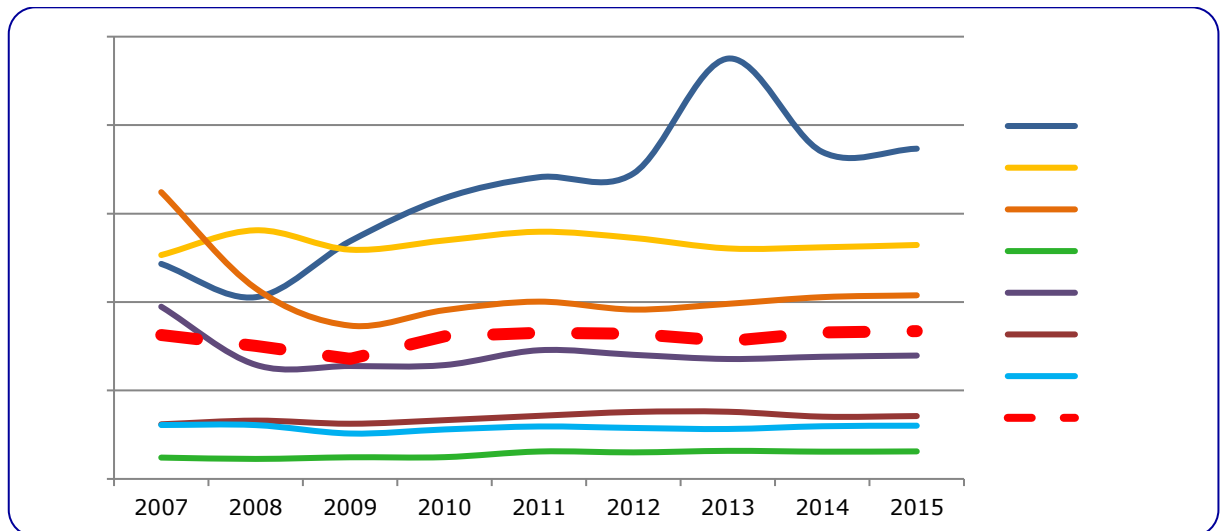


Source: \*\*\*

## 5.4 IMPORT PRICES BY COUNTRY

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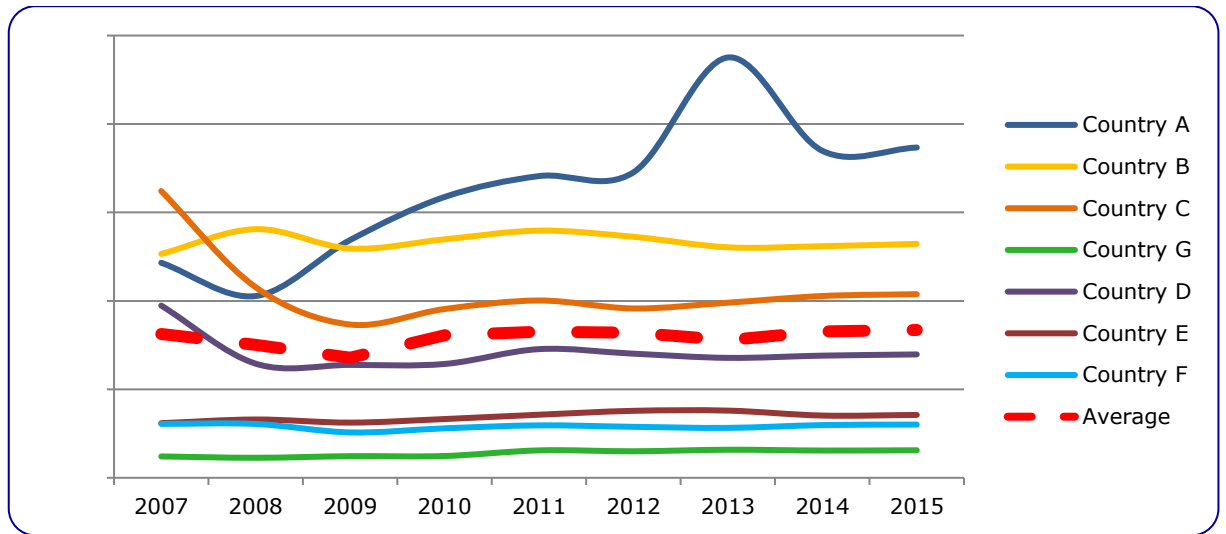
Figure 22: Import Prices, by Type, 2007-2015  
(USD per tonne)



Source: \*\*\*

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Figure 23: Import Prices, by Country, 2007-2015  
(USD per tonne)



Source: \*\*\*

Table 9: Import Prices, by Type and Country of Origin, 2007-2015  
(USD per tonne)

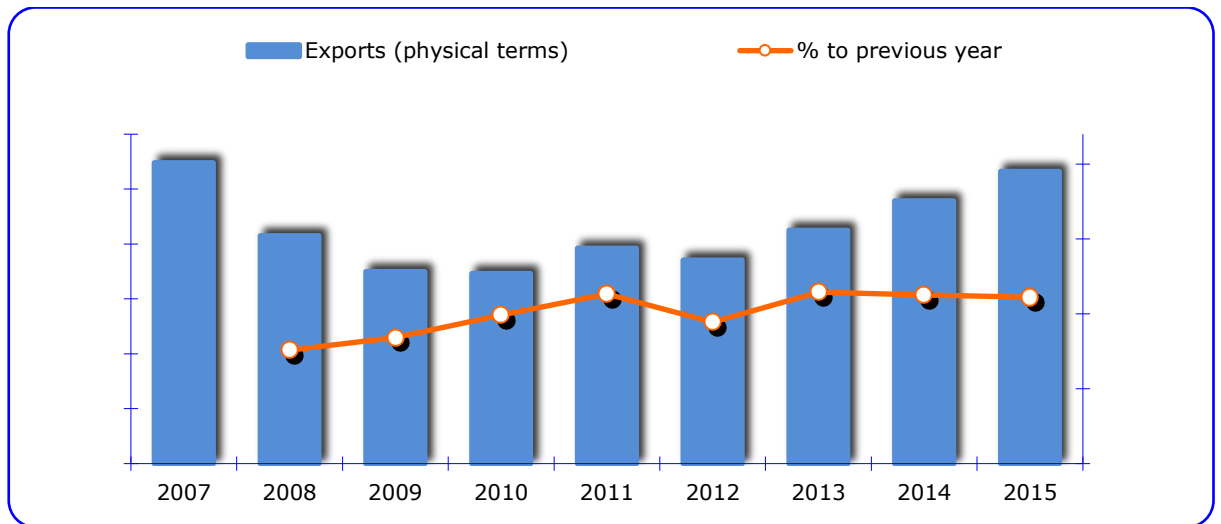
Country/ Type	2007	2008	2009	2010	2011	2012	2013	2014
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***

Source: \*\*\*

# B 6. EXPORTS

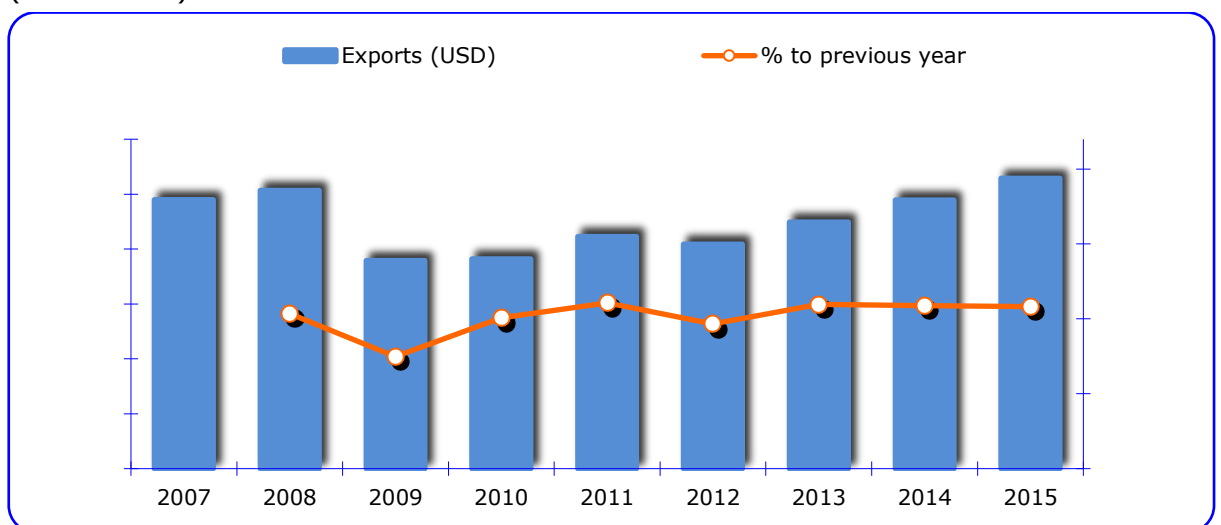
## 6.1 EXPORTS FROM 2007-2015

Figure 24: Exports, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 25: Exports, in Value Terms, 2007-2015  
(million USD)



Source: \*\*\*

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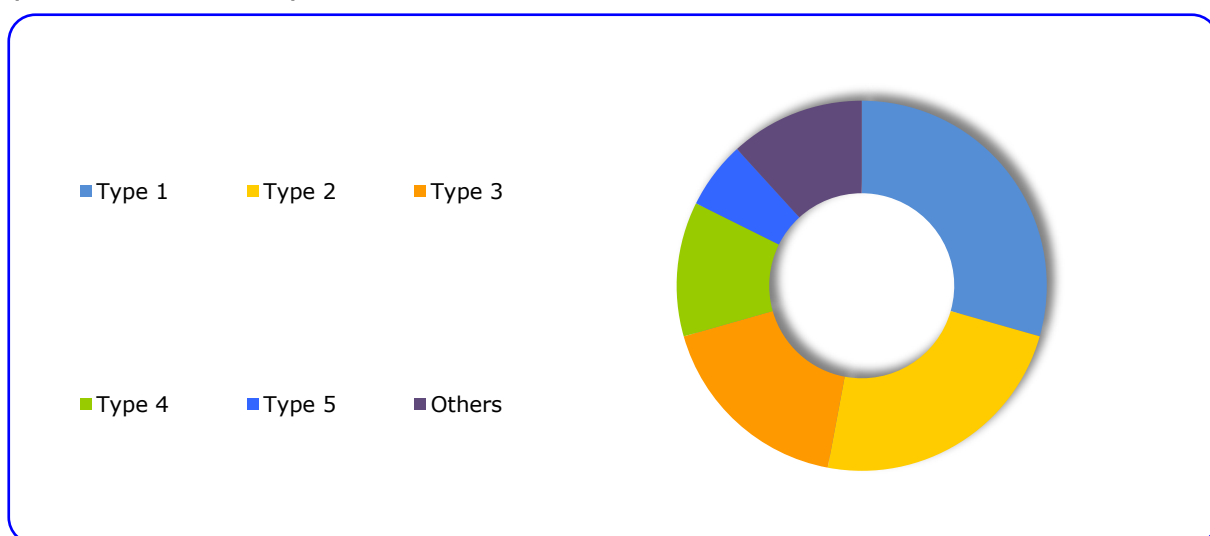
## 6.2 EXPORTS BY TYPE

Table 10: Exports, in Physical and Value Terms, by Type, 2007-2015  
(thousand tonnes, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

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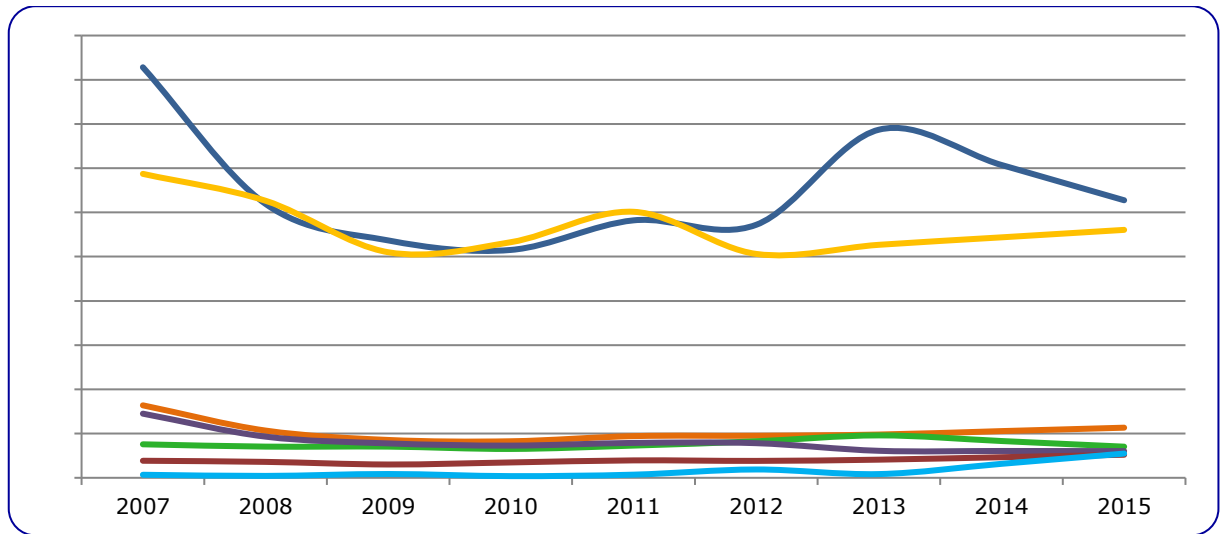
Figure 26: Exports, by Type, 2015  
(%, based on tonnes)



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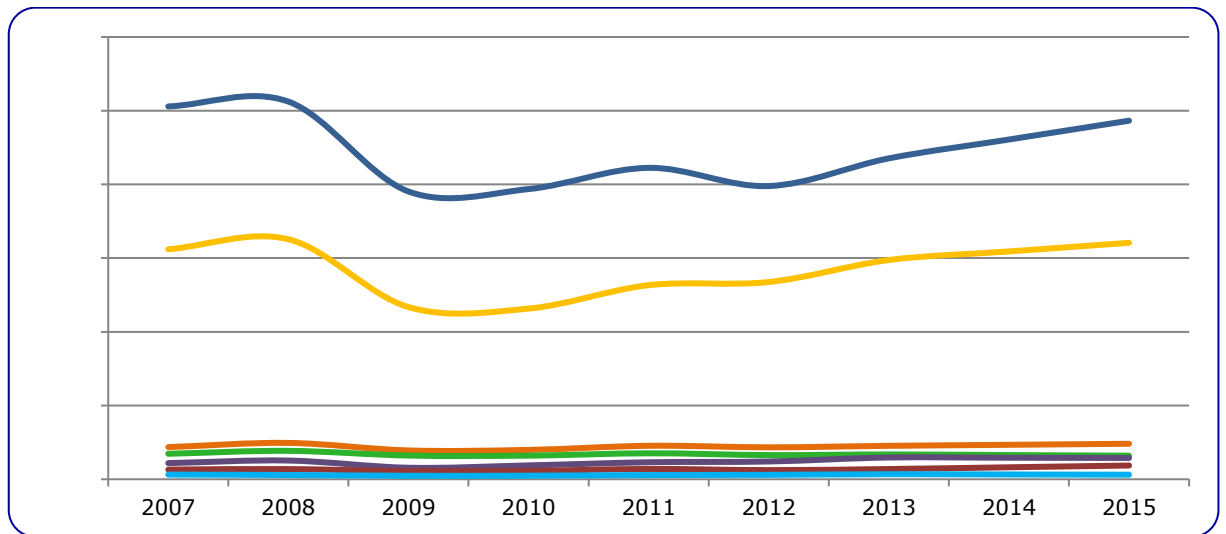
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Figure 27: Exports, in Physical Terms, by Type, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 28: Exports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

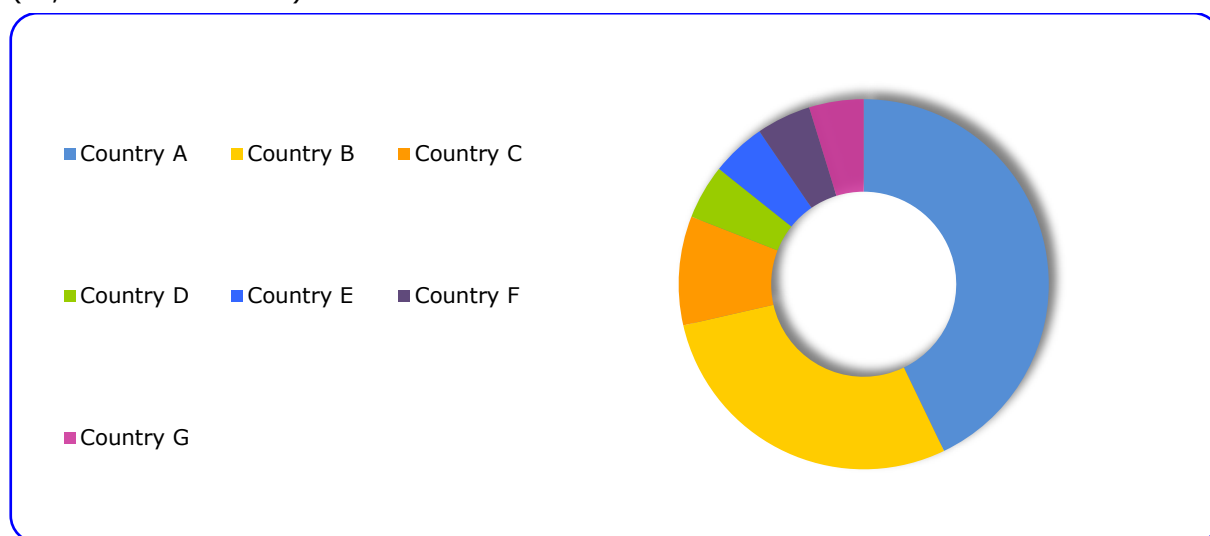
### 6.3 EXPORTS BY COUNTRY

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Figure 29: Exports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



Source: \*\*\*

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Table 11: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

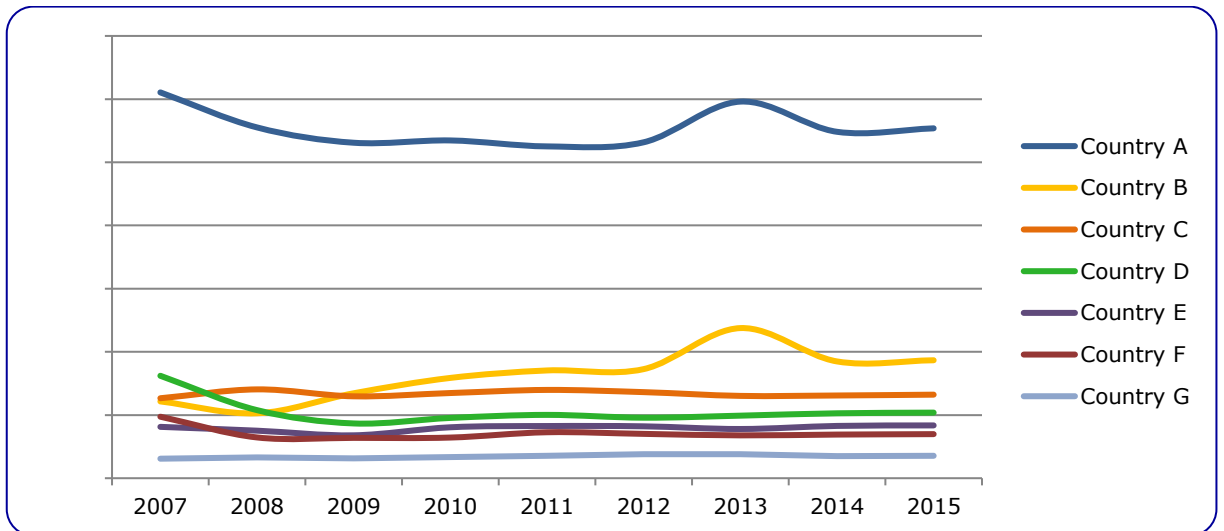
**B**

Table 12: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 30: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

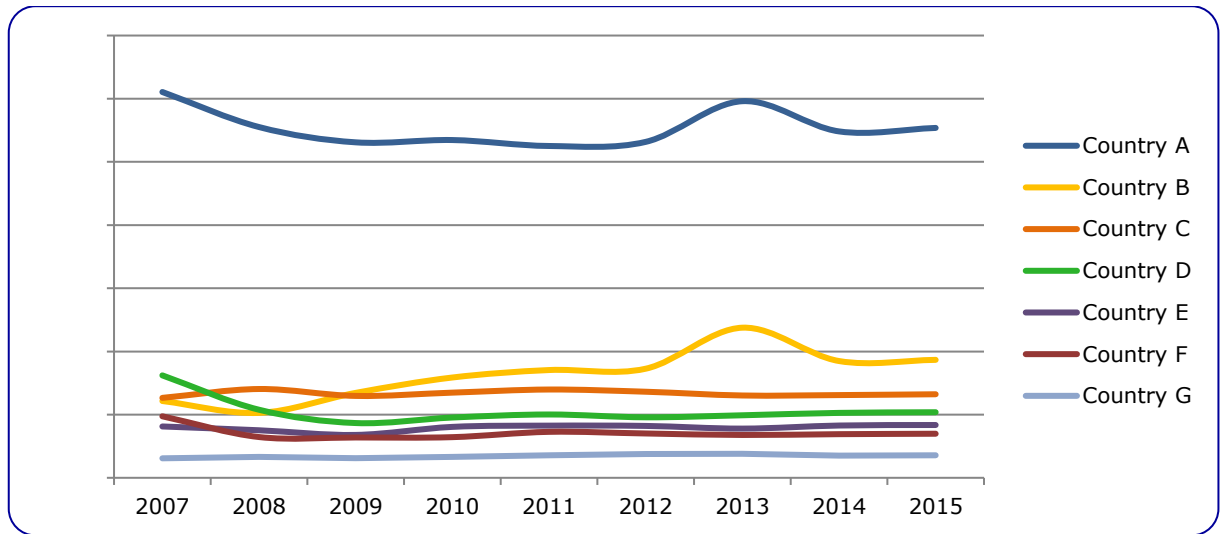


Source: \*\*\*

.  
. .  
.

B

Figure 31: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

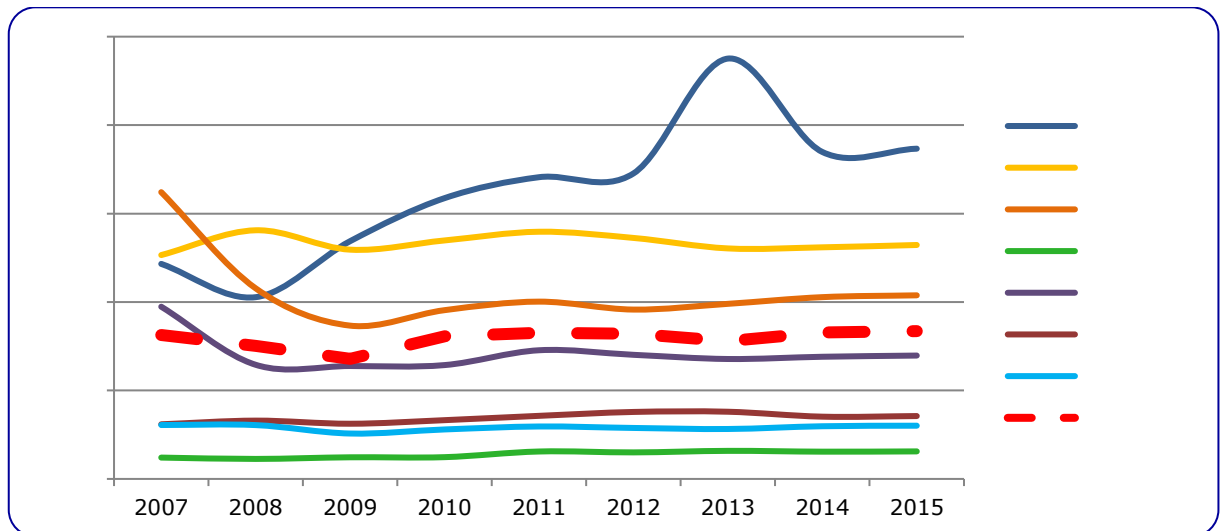


Source: \*\*\*

## 6.4 EXPORT PRICES BY COUNTRY

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. .  
.

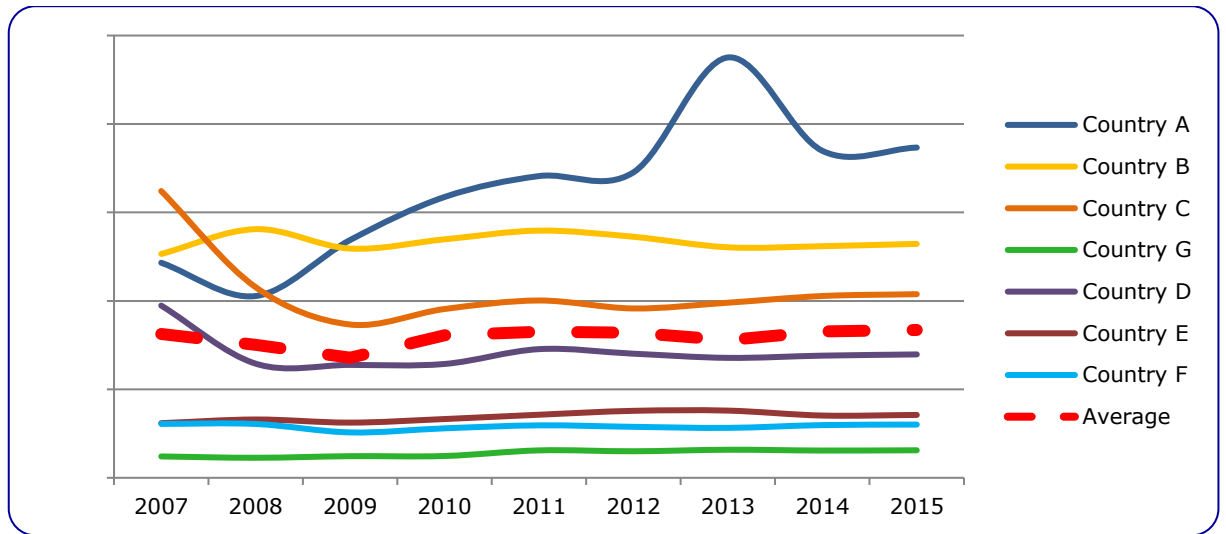
Figure 32: Export Prices, by Type, 2007-2015  
(USD per tonne)



Source: \*\*\*

B

Figure 33: Export Prices, by Country of Destination, 2007-2015  
(USD per tonne)



Source: \*\*\*

Table 13: Export Prices, by Type and Country of Destination, 2007-2015  
(USD per tonne)

Country/ Type	2007	2008	2009	2010	2011	2012	2013	2014
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***
<b>Type - ***</b>								
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***

Source: \*\*\*

**B**

**If you need further information, please do not hesitate to contact us on the details below.**

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