

# Prices of Related Goods

- Substitutes: The demand for a product may be influenced by the price of its substitutes. If the price of a substitute increases, consumers may switch to the cheaper product, leading to an increase in demand for the original product.
- Complements: Complementary goods are products that are used together. If the price of a complementary good decreases, the demand for the original product may increase because consumers find it more attractive to buy both products together.

