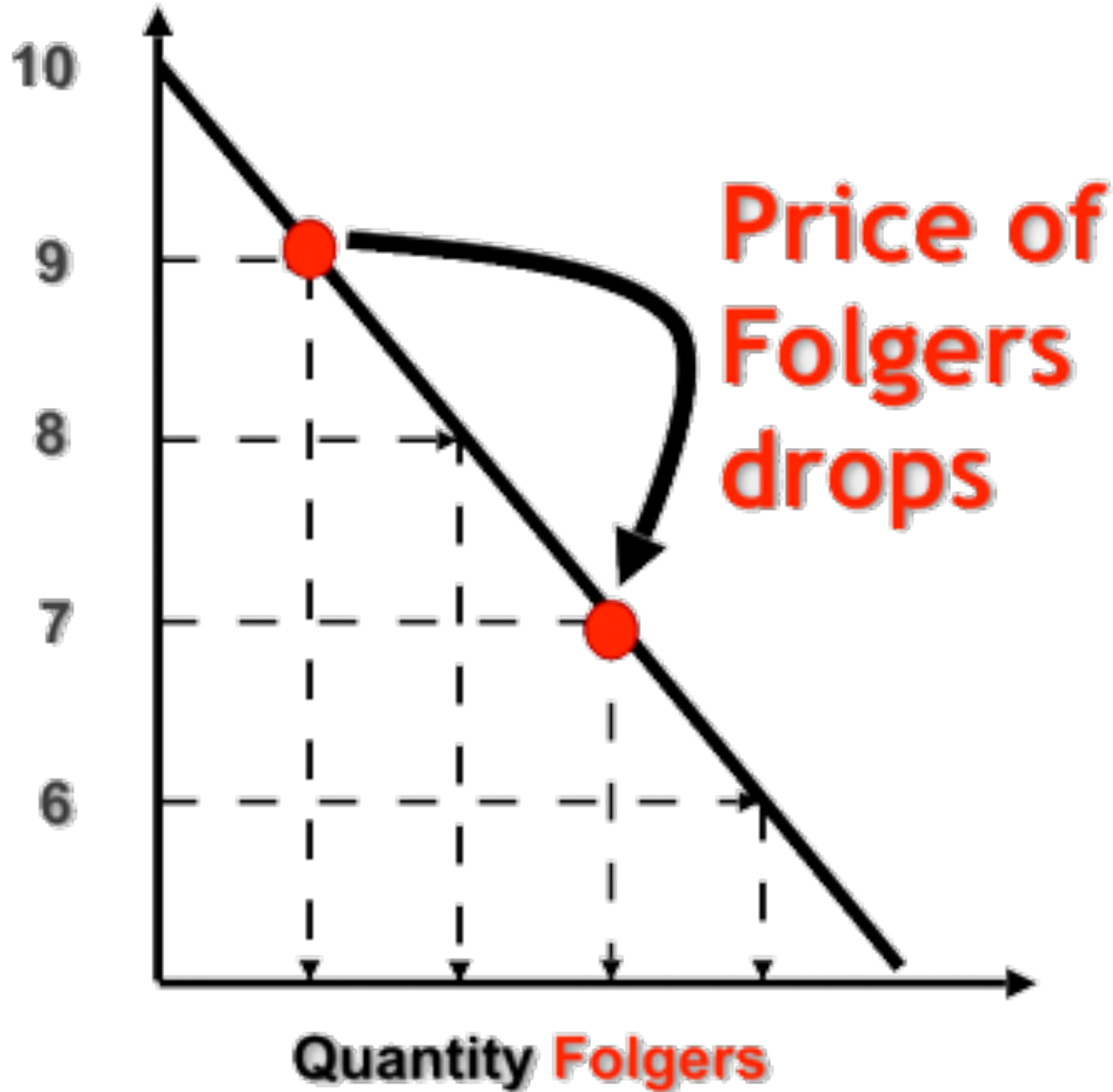


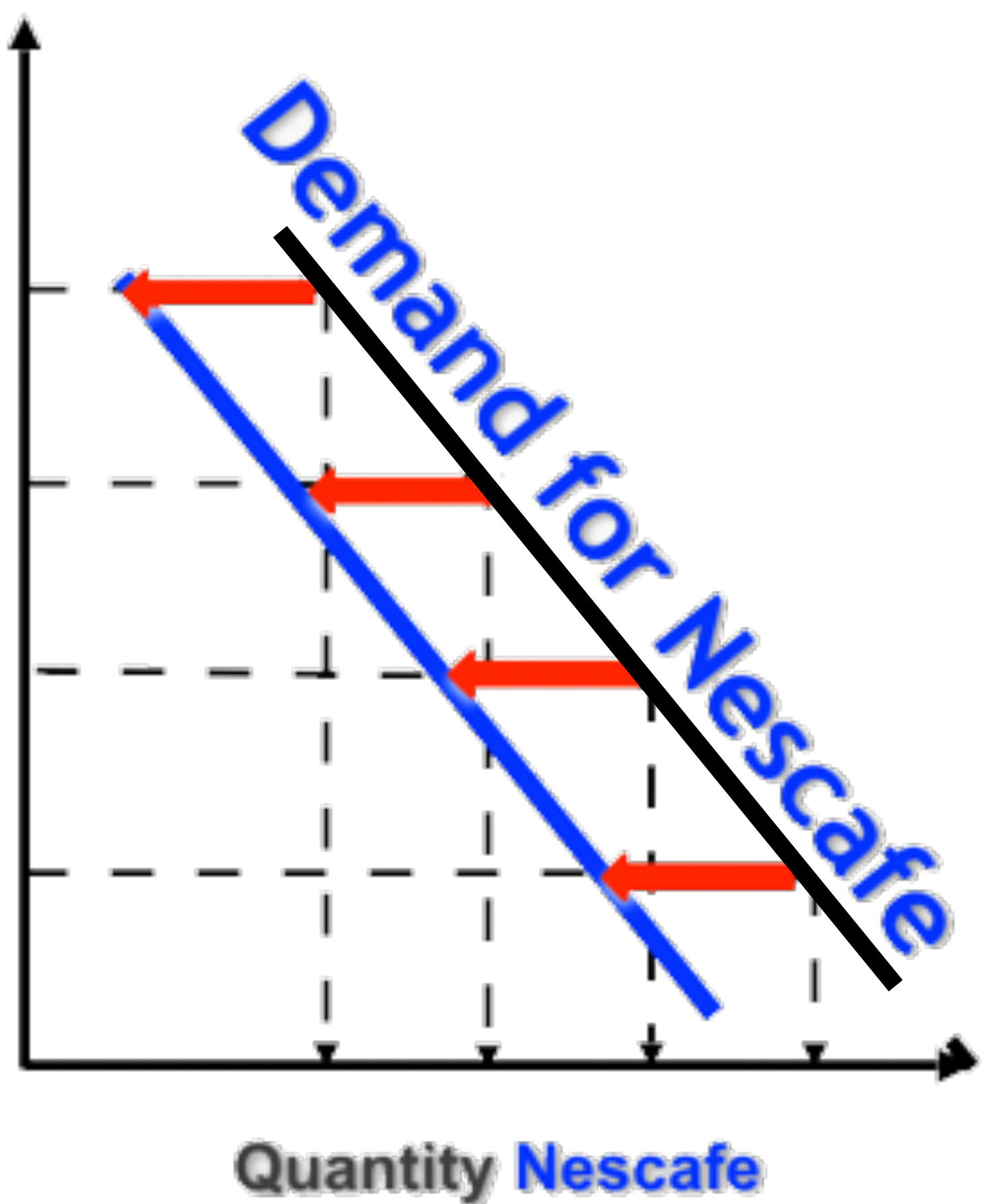
Can be used as replacements
for one another

Demand for the
other drops

When one
becomes cheaper

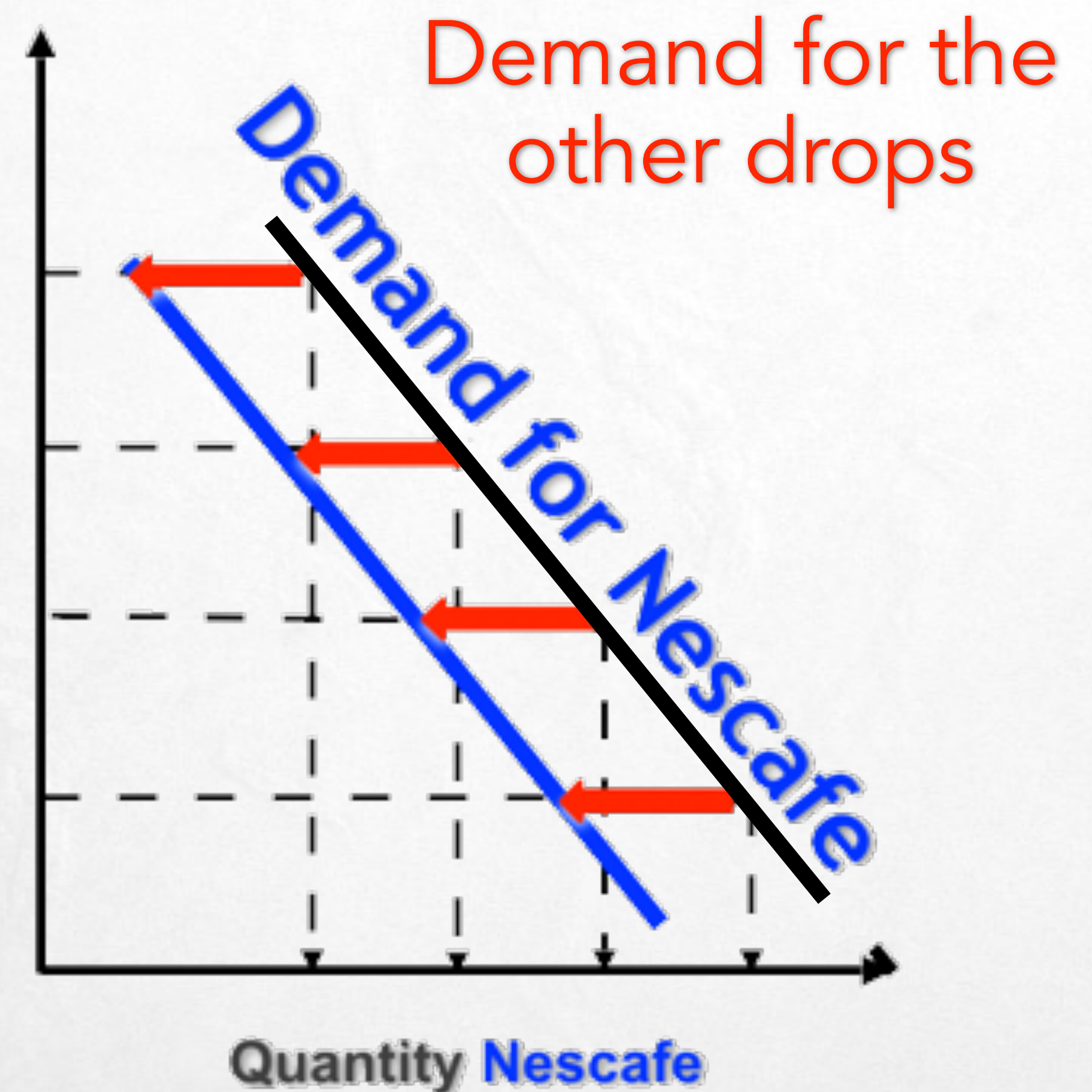
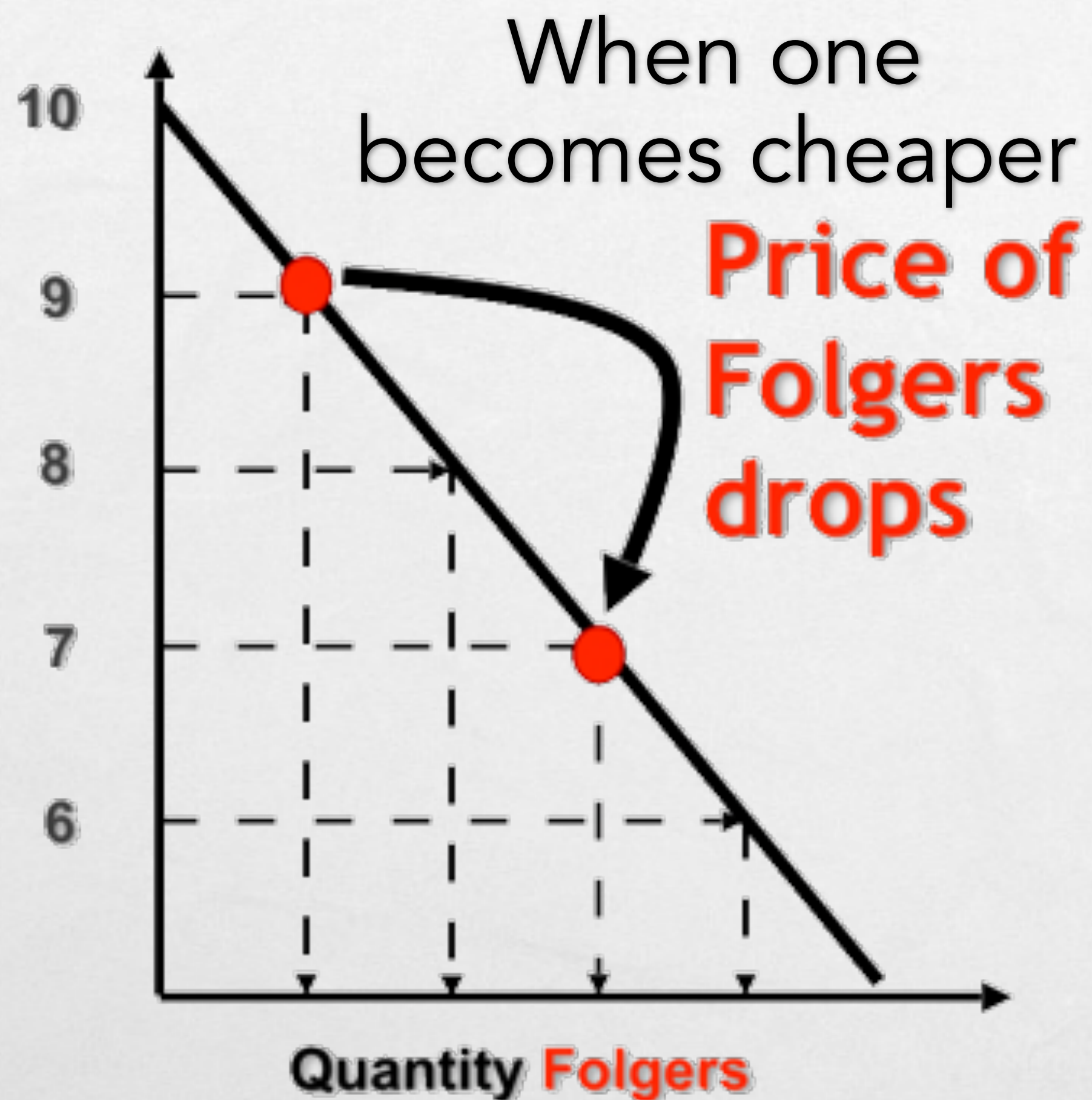
Substitute Goods





Substitute Goods

Can be used as replacements
for one another



Apple iPhone and Samsung

