

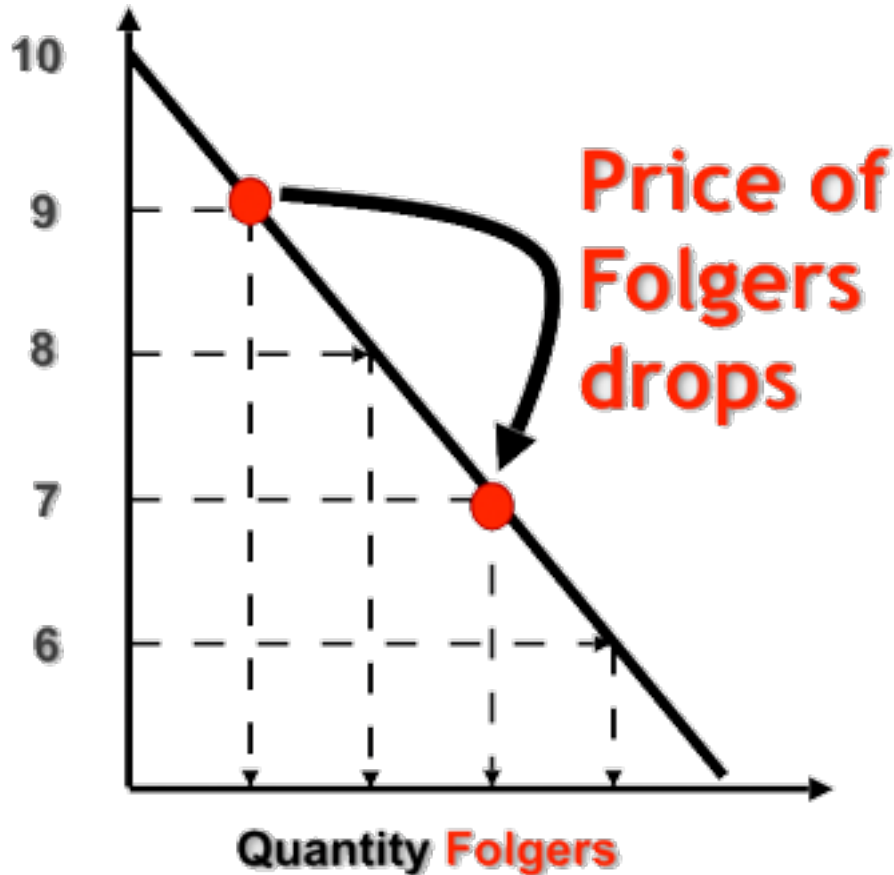


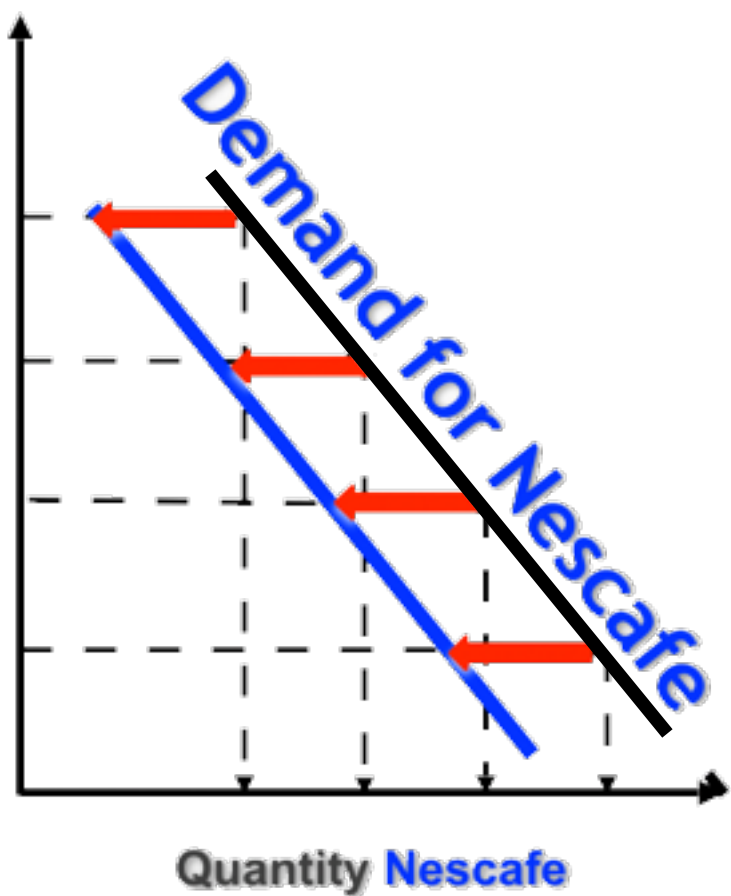
**Can be used as replacements for  
one another**

**Demand for the  
other drops**

**When one  
becomes cheaper**

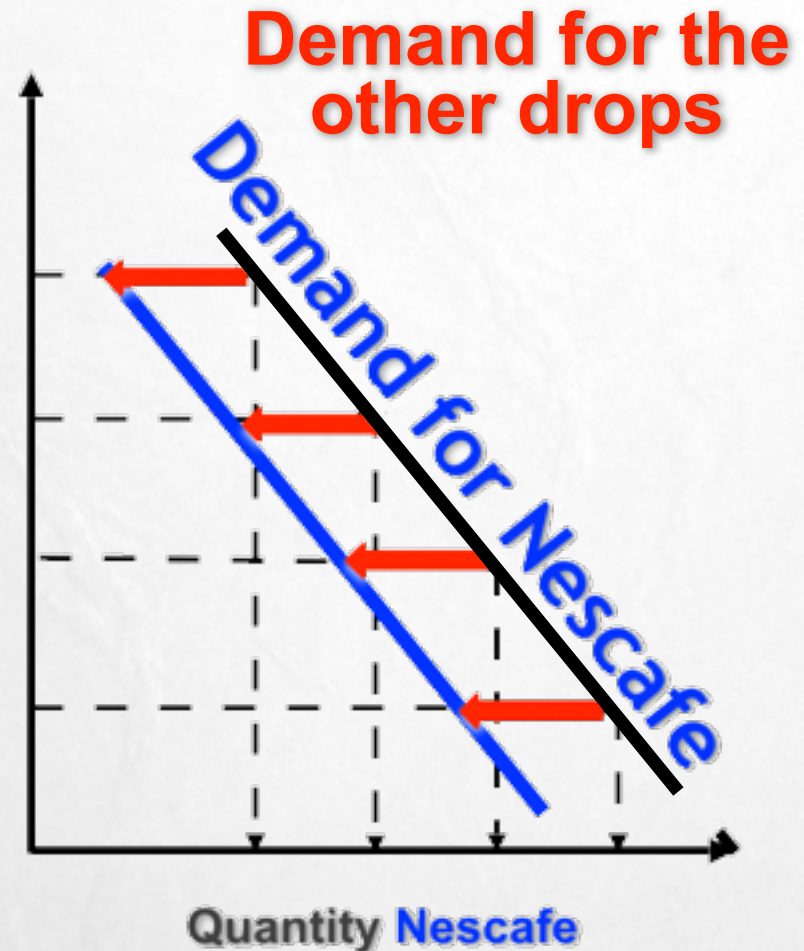
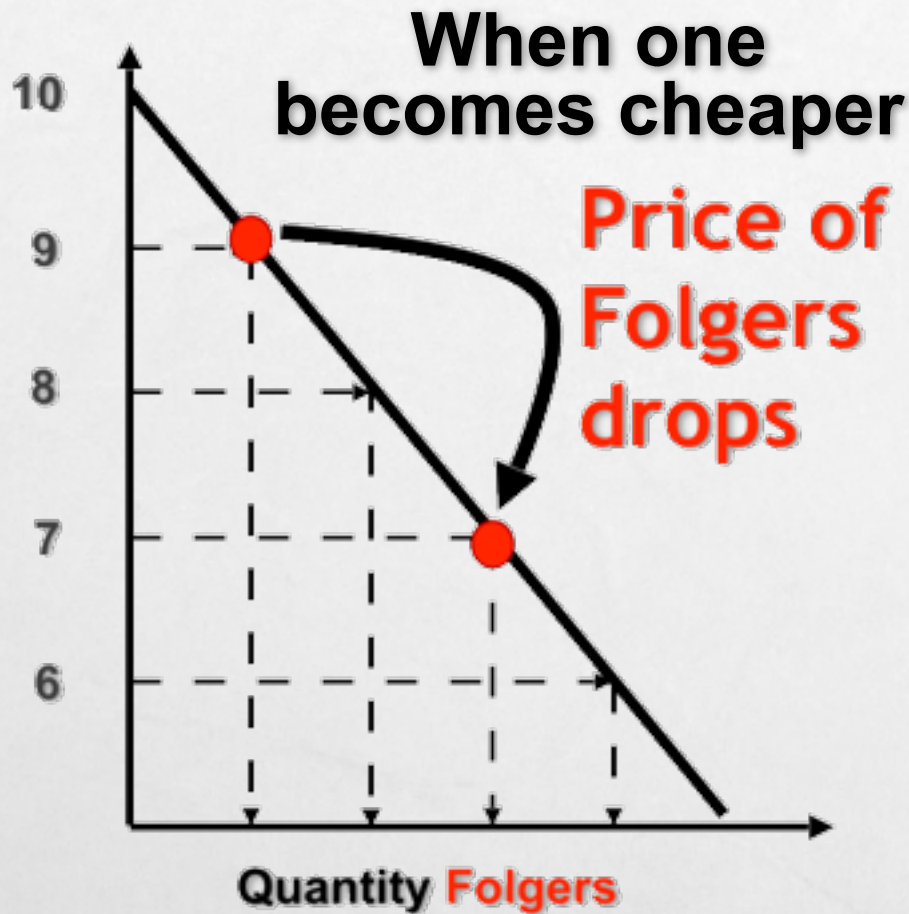
**Substitute Goods**





# Substitute Goods

Can be used as replacements for one another





# Apple iPhone and Samsung

