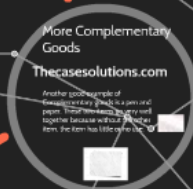
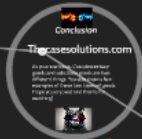


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## What Are Complimentary and Substitute Goods?

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Substitute and Complementary goods are two different categories of goods. A Substitute good is a good that can replace another similar type of good. Complementary goods are two goods that fit well together.

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### Substitute Goods

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One example of a Substitute goods are Coke and Pepsi. Coke and Pepsi are both types of soda, but you usually don't drink them at the same time.

### More Substitute Goods

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Are if the more one of the substitute goods are mechanical pencils and round pencils. They are both types of writing utensils, but you don't use them both at the same time.

### Complementary Goods

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One example of Complementary goods are shoes and socks. Shoes and socks go very well together and you don't often wear one without the other.

### More Complementary Goods

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Another good example of Complementary goods is a pen and paper. These two items go very well together because you need a pen to write on the paper. If you have a pen, you also need paper.

### Conclusion

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As you can see, Complementary goods are goods that go well together and Substitute goods are goods that can replace another similar type of good. The casesolutions.com website has more information on these topics. If you are interested in learning more, please visit our website.

# Strategic Complements and Substitutes



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## *Substitute Goods*

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## *More Substitute Goods*

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## *Complementary Goods*

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# More Complementary Goods

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Another good example of Complementary goods is a pen and paper. These two items go very well together because without the other item, the item has little or no use.





## *Conclusion*

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As you now know, Complementary goods and substitute goods are two different things. You also know a few examples of these two types of goods. Hope you enjoyed and thanks for watching!



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### Conclusion

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As you can see, Complementary goods are goods that go well together and Substitute goods are goods that can replace each other. Both types of goods are important in our daily lives.

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