

## **Sweet Biscuits, Snack Bars and Fruit Snacks in Mexico**

Market Direction | 2022-07-08 | 29 pages | Euromonitor

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### **Report description:**

Sweet biscuits, snack bars and fruit snacks is now the largest snacks category in Mexico in retail volume terms and the second largest behind savoury snacks in value terms. Demand for sweet biscuits has always been high in the country and the COVID-19 pandemic actually had a positive impact on demand due to the resulting home seclusion. Sales remained healthy in 2021 as consumers continued to spend more time at home, but as Mexico rolled out its vaccination programme and restrictions were eased...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks in Mexico report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <[Year]> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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The recovery of out-of-home activities has a mixed impact on sales

Private labels gains share but Pepsico and Grupo Bimbo retain the lead

Little change in the distribution landscape

#### **PROSPECTS AND OPPORTUNITIES**

Indulgence to remain a major driver of growth, while some products could also benefit from healthy snacking trend

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