

Mexico Jam Market Report and Forecast 2023-2028

Market Report | 2023-10-26 | 166 pages | EMR Inc.

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Report description:

Mexico Jam Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico jam market is projected to grow at a CAGR of 4.50% between 2023 and 2028. Aided by the increasing usage of jam and the availability of speciality flavours and variants, the market is expected to grow significantly by 2028.

Jam, a widely consumed food product, is made from crushed or chopped fruits boiled with sugar and water. It is typically used as a spread on bread and pastries but also finds application in desserts, baked goods, and breakfast cereals. The convenience of ready-to-eat food products, coupled with the nutritional benefits of fruits in the form of jams, underpins the growth of the jam market in Mexico.

An essential factor propelling the Mexico jam market growth is the rising consumer preference for nutritious and convenient food products. The hectic modern lifestyle has led to a surge in demand for ready-to-eat food items like jams, which are both tasty and quick to prepare. Coupled with the nutritional benefits from the fruits, this has boosted the market growth.

Furthermore, the increasing popularity of western-style breakfasts has contributed to the rising Mexico jam market demand.

Mexican consumers, particularly in urban areas, are embracing cereals, bread, and pastries as breakfast options, often accompanied by jam. This cultural shift towards western dietary patterns has significantly boosted the demand for jams.

In addition to its traditional role as a breakfast spread, the expanding culinary applications of jams have also catalysed the Mexico jam market growth. Jams are now widely used in baking, desserts, and even savoury dishes, providing a sweet counterpoint to spicy or salty flavours. This versatility has opened up new avenues for the jam market.

The growth of the jam market is also bolstered by ongoing product innovations. Manufacturers are introducing a range of flavours to cater to evolving consumer preferences. Jams made from tropical fruits, a specialty in Mexico, are particularly popular.

Moreover, low-sugar and organic jam variants are gaining traction, catering to health-conscious consumers and those with dietary restrictions. Further, the continued popularity of jams as a convenient, nutritious, and versatile food product is likely to drive the Mexico jam market forward.

Market Segmentation □

The market can be divided based on flavour, type, packaging type, distribution channel, and region.

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Market Breakup by Flavour

- Grape
- Blackberry
- Strawberry
- Raspberry
- Apricot
- Cherry
- Others

Market Breakup by Type

- Traditional
- Low Sugar and Sugar Free

Market Breakup by Packaging Type

- Glass Bottle/Jar
- Plastic Bottle
- Others

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Convenience Stores
- Online
- Others

Market Breakup by Region

- Baja California
- Northern Mexico
- The Bajio
- Central Mexico
- Pacific Coast
- Yucatan Peninsula

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Mexico jam companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Andros Group (Bonne Maman)
- St. Dalfour
- The J.M. Smucker Company
- McCormick & Company, Inc.
- Sabormex, SA de CV
- Agave Trading Mexico, S. DE R.L. DE C.V
- Famesa
- Others

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