

## **Mexico Frozen Fruits Market Report and Forecast 2023-2028**

Market Report | 2023-10-24 | 164 pages | EMR Inc.

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### **Report description:**

Mexico Frozen Fruits Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico frozen fruits market is projected to grow at a CAGR of 5.40% between 2023 and 2028 to reach a value of USD 74.03 million by 2028. Aided by the rising demand for convenient, long-lasting, and nutritious food products, as well as an increasing inclination towards healthier dietary patterns, the market is expected to grow significantly by 2028.

Frozen fruits, which are fruits subjected to rapid freezing followed by storage at low temperatures, have gained substantial traction in Mexico over the past few years. These fruits maintain most of their nutritional value, offering almost similar benefits as their fresh counterparts. Popular fruits in the frozen category include berries, mangoes, pineapples, and kiwis. The convenience they offer, especially in terms of storage and reduced wastage, makes them highly desirable in today's fast-paced world.

As per the Mexico frozen fruits market analysis, the inclination towards healthier living and dietary patterns has significantly influenced the surge in demand for frozen fruits in Mexico. With more consumers recognising the importance of a balanced diet rich in fruits and vitamins, frozen fruits have become an appealing option, especially when off-season or when the fresh variety is not readily available. The added advantage is that they come without the added preservatives or sweeteners, making them a natural choice for health-conscious individuals.

Adding momentum to the Mexico frozen fruits market growth is the booming food and beverage industry in the country. Frozen fruits are increasingly being incorporated into various products, including smoothies, yogurts, ice creams, and baked goods. The convenience and year-round availability of these fruits allow manufacturers to maintain consistency in their products, leading to an increased demand in this sector.

Furthermore, the advancements in freezing technologies have enhanced the quality of frozen fruits, ensuring that they retain their texture, flavour, and nutritional value. This, in turn, has amplified consumer trust and acceptance. The expansion of organised retail sectors, such as supermarkets and hypermarkets in Mexico, has also given an impetus to the Mexico frozen fruits market demand, ensuring that frozen fruits are easily accessible to a broad consumer base.

On the flip side, there remains a section of consumers who hold reservations about frozen products, erroneously believing them to be inferior to fresh fruits in terms of nutritional value. However, consistent efforts from manufacturers in terms of consumer

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education, coupled with the backing of numerous studies highlighting the benefits of frozen fruits, are gradually altering this perception.

#### Market Segmentation

The market can be divided based on nature, form, fruit type, distribution channel, and region.

#### Market Breakup by Nature

- Organic
- Conventional

#### Market Breakup by Form

- Diced
- Whole
- Sliced

#### Market Breakup by Fruit Type

- Peaches
- Mango
- Berries
- Melons
- Citrus Fruits
- Kiwi
- Others

#### Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Independent Retailers
- 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 mergers and acquisitions, among other major developments, of the leading companies operating in the Mexico frozen fruits market. Some of the major players explored in the report by Expert Market Research are as follows:

- SunOpta, Inc.
- Fruvemex Mexicali S.A. de C.V.
- La Huerta
- Hortifrut S.A
- Fresh Catarina
- PRODES
- Others

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