

Sweet Spreads in Mexico

Market Direction | 2023-11-21 | 21 pages | Euromonitor

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Report description:

Several trends have emerged since the pandemic in Mexico and continue to shape consumers' daily lives. According to Euromonitor International's Voice of the Consumer: Lifestyles Survey 2023, 55% of consumers seek products with healthy ingredients in their food and beverages. This trend began to gain momentum during the pandemic and remains relevant today.

Euromonitor International's Sweet Spreads 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Health trends drive new product launches

Honey remains an important product but faces significant local challenges

Innovation in labelling to compete in an environment where branding is not the most relevant factor

PROSPECTS AND OPPORTUNITIES

Changes in legislation for products containing aspartame will impact the category

Convenience and more competitive prices will be relevant, but experiences should not be ignored

Challenges will persist for players due to economic uncertainty, offering further growth potential for private label

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