

Fruits in Mexico

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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Report description:

Sales of most fruits saw steady growth in 2023 in retail volume terms despite high inflation and a sharp rise in the prices of many products. Fresh fruits are widely available and affordable in Mexico with most consumers being fully aware of the benefits of regularly consuming a selection of fruits as part of a healthy diet. Consumers also generally perceive fresh fruits to be healthier than packaged options, with unpackaged fruits still accounting for the bulk of sales. Nonetheless, with many c...

Euromonitor International's Fruits in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

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

Why buy this report?

- * Get a detailed picture of the Fruits 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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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Consumers favouring locally-grown fruits but adverse weather conditions take their toll on harvests in 2023

Foodservice sales continue to bounce back as customers look for healthier menu options

PROSPECTS AND OPPORTUNITIES

Demand should continue to grow but the supply chain could come under pressure due to the growing impact of climate change

Sustainable and organic farming practices could come into focus as consumers look to make healthier and more ethical choices

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