

## **Mexico Sodium Reduction Ingredients - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Mexico Sodium Reduction Ingredients Market size is estimated at USD 137.57 million in 2024, and is expected to reach USD 217.35 million by 2029, growing at a CAGR of 9.58% during the forecast period (2024-2029).

During the COVID-19 pandemic, the Mexican government introduced initiatives to enhance consumer awareness regarding the consumption of low-sodium products and their health benefits. By September 2020, more than 70,000 Mexicans had died from COVID-19, of which two-thirds had an underlying medical condition, such as obesity, diabetes, hypertension, and cardiovascular problems, according to health officials. High sodium consumption can raise blood pressure, and high blood pressure is a major risk factor for heart disease and stroke. Thus, growing awareness regarding the consumption of low-sodium products and increased health problems in line with the consumption of high sodium products has paved the way for the growth of the sodium reduction ingredients market.

Over the medium term, the market is expected to be majorly driven by increasing awareness regarding the health effects of excessive sodium consumption. Additionally, the increasing application of sodium reduction ingredients in confectionaries, bakery products, frozen foods, and dairy products is expected to complement the market growth tremendously during the forecast period.

Furthermore, sodium reduction ingredients are gaining prominence in food flavors and preparations, such as seasonings and sauces, as these ingredients also act as masking agents that remove bitterness and metallic after-taste in food products. This is expected to strengthen the market demand in the country further.

Mexico Sodium Reduction Ingredients Market Trends

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scott-international.com](http://www.scott-international.com)

## Rising Awareness of Health Effects of High Sodium Intake

The higher salt or sodium consumption in Mexico has been a major concern among local consumers because it has contributed to several illness-related deaths in the country, including stroke, heart failure, osteoporosis, stomach cancer, and kidney disease. According to statistics by the National Institute of Statistics and Geography (INEGI), the most common cause of death in the country was heart conditions, which accounted for 171.87 thousand deaths in 2020. As a result, the government and other organizations are taking initiatives to regulate the consumption of sodium in the country. As a result, in recent years, consumer awareness regarding the ill effects of higher sodium intake has increased, thereby resulting in the population inclining toward low-sodium products in order to control hypertension rates and maintain normal blood pressure. Further, the Mexican Ministry of Health issued a final rule (NOM-051) on March 27, 2020, that mandated a new front package labeling (FOPL) system for all packaged foods to warn consumers against products that exceed strict thresholds for sodium, caloric content, added sugars, and saturated fats.

## Mineral Salt Segment Accounts for the Largest Market Share

Mineral salts are the most consumed form of sodium reduction ingredient among consumers across the country as they contain potassium chloride, which offers flavor without increasing daily sodium intake, making them a healthy alternative to salt. Compared to counterparts, mineral salts' low cost make them a more preferred choice among all the sodium reduction ingredients. Therefore, the demand for mineral salts in the food and beverage industries, such as bakery and dairy, has increased extensively. Companies like Cargill are leading mineral salt suppliers to the food processing industry in the Mexican market. The company offers the broadest lines of mineral salt products, including potassium salts such as Potassium Pro, Potassium Chloride, and Potassium Pro-Ultra Fine Potassium Chloride. The company also offers bulk mineral salt or bagged mineral salt with or without additives to cater to customized demand from customers.

## Mexico Sodium Reduction Ingredients Industry Overview

The Mexican sodium reduction ingredient market is competitive, owing to the presence of many regional and domestic players. Mergers, expansions, acquisitions, and partnerships are the major strategies being implemented by companies, along with new product development by leading companies to boost their brand presence among consumers. Key players dominating the market include Cargill Incorporated, Kerry Group PLC, Koninklijke DSM NV, and Lallemand Inc.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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