

HW Dairy Products and Alternatives in Mexico

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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Report description:

2022 saw numerous leading dairy companies launch new products focusing on specific product claims related to health and wellness, most of which address specific nutrition concerns. Protein content is particularly prominent among the health and wellness claims that gained relevance towards the end of the review period. This focus on protein can be seen as the result of dairy companies seeking new ways to deliver added value and should also be seen as the response of these companies to the increas...

Euromonitor International's HW Dairy Products and Alternatives in Mexico report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN MEXICO

KEY DATA FINDINGS

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Protein content gains relevance in dairy products

Good source of vitamins a very popular health and wellness claim in 2022

Plant-based dairy products and alternatives broaden appeal in Mexico

PROSPECTS AND OPPORTUNITIES

Regulation of trans fats, single-use plastics and sales to children likely to impact sales

Good source of vitamins a promising category as consumers look to improve their diets

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HEALTH AND WELLNESS IN MEXICO

EXECUTIVE SUMMARY

Overview

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