

HW Snacks in Mexico

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

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Report description:

Within the broader context, snacks is a dynamic category with almost constant new product launches and growth fuelled by innovation. However, snacks are rarely, if ever, seen as essential products and this means that most consumers are willing to reduce their consumption of snacks and, in some cases, give them up altogether when faced with financial constraints. This applies in particular to health and wellness snacks, which are usually perceived as pricier in comparison with standard, less heal...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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Inflation acts as a barrier to growth as spending is focused on the essentials

Gluten free the most prominent health and wellness claim in snacks in 2022

Growth for plant-based snacks as more consumers look to avoid dairy

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Gluten free a promising category of health and wellness snacks

Keto to record further sales growth

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HEALTH AND WELLNESS IN MEXICO

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