

Consumer Foodservice in Mexico

Market Direction | 2024-03-06 | 91 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Consumer foodservice in Mexico experienced healthy growth in 2023, filled with launches, collaborations, and innovations. Given the economic uncertainty experienced during the year, mainly driven by the lingering impact of 2022, consumers were more cautious about how they spent their money on non-essential items. According to Euromonitor International's Voice of The Consumer: Lifestyles Survey (fielded January to February 2023), 58% of consumers are saving money, a trend that is increasing, which...

Euromonitor International's Consumer Foodservice in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice 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 Consumer Foodservice 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.

Table of Contents:

Consumer Foodservice in Mexico

Euromonitor International

April 2024

List Of Contents And Tables

CONSUMER FOODSERVICE IN MEXICO

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 1 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 5 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 6 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 7 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 8 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 9 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 10 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 11 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 12 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 13 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LIMITED-SERVICE RESTAURANTS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

New flavours to satisfy local taste preferences

Experience as a way to increase brand awareness

Generating a positive impact with closer consumer engagement

PROSPECTS AND OPPORTUNITIES

Innovation in service and ingredient offerings expected over the forecast period

Collaborations can help improve brand positioning

Innovative interactions and the arrival of new players in Mexico

CATEGORY DATA

Table 14 Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

Table 16 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023

Table 17 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 18 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 19 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 20 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023

Table 21 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023

Table 22 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028

Table 23 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028

Table 24 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028

Table 25 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 26 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 27 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

CAFES/BARS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Festivities and collaborations as engagement opportunities with consumers

Cold beverages are becoming increasingly popular among Mexican consumers

Creating experiential strategies to add value to brands

PROSPECTS AND OPPORTUNITIES

Sustainability and social responsibility as fundamental pillars in the industry

Increasing use of plant-based ingredients likely

Opening new points of sale and opportunities in the alcohol-free segment

CATEGORY DATA

Table 28 Cafes/Bars by Category: Units/Outlets 2018-2023

Table 29 Sales in Cafes/Bars by Category: Number of Transactions 2018-2023

Table 30 Sales in Cafes/Bars by Category: Foodservice Value 2018-2023

Table 31 Cafes/Bars by Category: % Units/Outlets Growth 2018-2023

Table 32 Sales in Cafes/Bars by Category: % Transaction Growth 2018-2023

Table 33 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2018-2023

Table 34 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2019-2023

Table 35 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2020-2023

Table 36 Forecast Cafes/Bars by Category: Units/Outlets 2023-2028

Table 37 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2023-2028

Table 38 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2023-2028

Table 39 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2023-2028

Table 40 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2023-2028

Table 41 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2023-2028

FULL-SERVICE RESTAURANTS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

New experiences as a strategy to drive growth

Remodelling and strategic moves to enhance profitability

Loyalty programmes to incentivise consumption

PROSPECTS AND OPPORTUNITIES

Reduction of the working week to 40 hours may affect channel's performance

Collaborations and social responsibility as forms of interaction with consumers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wider offering of plant-based dishes to meet consumer demand

CATEGORY DATA

Table 42 Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 43 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 44 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 45 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 46 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 47 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 48 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 49 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 50 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 51 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 52 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

Table 53 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 54 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 55 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

SELF-SERVICE CAFETERIAS IN MEXICO

2023 DEVELOPMENTS

STREET STALLS/KIOSKS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

A fragmented channel with significant shifts in the competitive landscape

Collaborations with influencers to enhance brand awareness

Brand collaborations as a means to reach new consumer groups

PROSPECTS AND OPPORTUNITIES

More frequent out-of-home consumption opportunities to drive future growth

Landscape to remain fragmented throughout the forecast period

Plant-based ingredients as an opportunity to enter a rising niche

CATEGORY DATA

Table 56 Street Stalls/Kiosks: Units/Outlets 2018-2023

Table 57 Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023

Table 58 Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023

Table 59 Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023

Table 60 Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023

Table 61 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023

Table 62 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023

Table 63 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023

Table 64 Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028

Table 65 □Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028

Table 66 □Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028

Table 67 □Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028

Table 68 □Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028

Table 69 □Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

CONSUMER FOODSERVICE BY LOCATION IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standalone remains the dominant location for consumer foodservice in Mexico

Opening of new locations in collaboration with the entertainment industry

Local cuisine as a cultural representative for tourism

PROSPECTS AND OPPORTUNITIES

Michelin Guide's arrival in Mexico could trigger a change in gastronomic tourism

Influencers and artists enter consumer foodservice

All-inclusive resorts and sustainable tourism as growth opportunities

CATEGORY DATA

Table 70 Consumer Foodservice by Location: Units/Outlets 2018-2023

Table 71 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023

Table 72 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023

Table 73 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023

Table 74 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023

Table 75 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023

Table 76 Consumer Foodservice through Standalone: Units/Outlets 2018-2023

Table 77 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023

Table 78 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023

Table 79 □Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023

Table 80 □Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023

Table 81 □Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023

Table 82 □Consumer Foodservice through Leisure: Units/Outlets 2018-2023

Table 83 □Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023

Table 84 □Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023

Table 85 □Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023

Table 86 □Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023

Table 87 □Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023

Table 88 □Consumer Foodservice through Retail: Units/Outlets 2018-2023

Table 89 □Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023

Table 90 □Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023

Table 91 □Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023

Table 92 □Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023

Table 93 □Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023

Table 94 □Consumer Foodservice through Lodging: Units/Outlets 2018-2023

Table 95 □Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023

Table 96 □Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023

Table 97 □Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023

Table 98 □Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023

Table 99 □Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023

Table 100 □Consumer Foodservice through Travel: Units/Outlets 2018-2023

Table 101 □Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023

Table 102 □Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023

Table 103 □Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023

Table 104 □Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023

Table 105 □Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023

Table 106 □Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028

Table 107 □Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028

Table 108 □Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Table 109 □Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028

Table 110 □Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028
Table 111 □Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028
Table 112 □Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028
Table 113 □Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028
Table 114 □Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028
Table 115 □Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028
Table 116 □Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028
Table 117 □Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028
Table 118 □Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028
Table 119 □Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028
Table 120 □Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028
Table 121 □Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028
Table 122 □Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028
Table 123 □Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028
Table 124 □Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028
Table 125 □Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028
Table 126 □Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028
Table 127 □Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028
Table 128 □Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028
Table 129 □Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028
Table 130 □Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028
Table 131 □Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028
Table 132 □Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028
Table 133 □Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028
Table 134 □Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028
Table 135 □Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028
Table 136 □Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028
Table 137 □Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028
Table 138 □Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028
Table 139 □Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028
Table 140 □Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028
Table 141 □Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

Consumer Foodservice in Mexico

Market Direction | 2024-03-06 | 91 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com