

## **HW Cooking Ingredients and Meals in Mexico**

Market Direction | 2024-08-15 | 17 pages | Euromonitor

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### **Report description:**

An increased focus on maintaining health and improving wellness emerged during the COVID-19 pandemic and has remained strong in Mexico during the post-pandemic era. According to Euromonitor International's Voice of the Consumer: Lifestyles Survey 2023, 55% of consumers in Mexico look for products that contain healthy ingredients in their food and beverages. In 2023, natural was the leading claim in Mexico, supported by the rising health and wellness trend that saw many consumers avoiding ingredi...

Euromonitor International's HW Cooking Ingredients and Meals 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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 Cooking Ingredients and Meals 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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Euromonitor International  
August 2024

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Natural is the leading health and wellness claim as concerns around artificial ingredients rise

Double-digit growth for omega 3 edible oils, offering positive health benefits?

Rising interest in plant-based food to support demand for vegan and dairy free products

**PROSPECTS AND OPPORTUNITIES**

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**HEALTH AND WELLNESS IN MEXICO**

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

**DISCLAIMER**

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