

## **HW Dairy Products and Alternatives in Mexico**

Market Direction | 2024-08-15 | 18 pages | Euromonitor

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### **Report description:**

Consumers in Mexico increasingly seek nutritional benefits from their food and beverage products, with added benefits including high fibre, protein, probiotics, vitamins and minerals gaining ground. This was further boosted by the outbreak of COVID-19 in the country, which motivated many consumers to examine their dietary habits more closely, while increasing interest in health, metabolism and the immune system. These trends have led to value sales of good sources of vitamins, dairy products, an...

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 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 Baby Food, HW 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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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN MEXICO

KEY DATA FINDINGS

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Good source of vitamins leads sales as consumers appreciate added health benefits

Vegan dairy products and alternatives gain ground as plant-based lifestyles rise

Packaging and production regulations partner with obesity concerns to influence buying habits

PROSPECTS AND OPPORTUNITIES

High protein gains relevance as consumers focus on diet and exercise regimes

The lactose free claim drives growth, as consumers without intolerances look for gut health benefits

The natural claim gains ground as consumers become wary of artificial ingredients and ultra processed foods

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HEALTH AND WELLNESS IN MEXICO

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Blood pressure and cholesterol levels

Diabetes prevalence

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