

## **HW Snacks in Mexico**

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

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### **Report description:**

While consumer interest in health and wellness in Mexico was rising before the onset of the COVID-19 pandemic, the outbreak of the virus bolstered the trend's speed, being a motivation factor that led more consumers to analyse their dietary intake. Partnered with Mexico's high rate of obesity and rising cases of type-2 diabetes, interest in health claims has risen, boosting positive growth for natural, no sugar, high protein and low-fat claims in 2023. In addition, a growing number of consumers...

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 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 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.

**Table of Contents:**

HW Snacks in Mexico  
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List Of Contents And Tables

HW SNACKS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free leads the landscape, increasingly embraced by consumers without intolerances

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

Rising diabetes and obesity concerns drive double-digit growth for no sugar snacks

PROSPECTS AND OPPORTUNITIES

Snack innovations to offer fortified and functional options that align with health goals

Low fat products gain ground as government initiatives shape product innovations

Keto snacks increase appeal as consumers look for specific diets to manage weight

MARKET DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN MEXICO

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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