

HW Staple Foods in Mexico

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

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Report description:

In 2023, consumers in Mexico were increasingly looking at ways to improve their overall health and wellbeing. This included reducing ingredients deemed harmful at large quantities, such as salt, sugar, and fat. This behaviour was encouraged by the introduction of black seals on products with high levels of sugar, salt and fat, enabling consumers to be more aware of these levels. This caused players to launch new products, such as Kellogg de Mexico SA de CV, launching Corn Flakes + Pure de Fruta...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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 Staple Foods in Mexico
Euromonitor International
August 2024

List Of Contents And Tables

HW STAPLE FOODS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for gluten free good as consumers without intolerances appreciate the claim

Vegan and plant-based claims gain ground as consumers migrate to meat free diets

Regulation for trans fats influence innovations and buying habits across staple foods

PROSPECTS AND OPPORTUNITIES

Gluten free and lactose free claims gain pace as gut health becomes a priority

High protein registers ongoing growth as consumers look to support healthier lifestyles

No allergens registers strong growth as consumers' awareness of allergies grow

MARKET DATA

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

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

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

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

Table 5 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

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

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

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

Table 9 Forecast Sales of Staple Foods 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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