



Sauces, Dips and Condiments in Mexico

November 2023

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Sauces, Dips and Condiments in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness trends are prevalent across the category
Cost increases continue to impact the production chain
Rebranding and new product launches to differentiate in competitive landscape

PROSPECTS AND OPPORTUNITIES

A strong brand presence will be more important than a lower price
Discounters to experience significant growth as consumers seek homemade flavours at competitive prices
Challenges will persist for players due to economic uncertainty

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