



# Nuts in Mexico

January 2024

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## Nuts in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite a healthy image sales of nuts come under pressure in 2023 as supply chains continue to be disrupted  
Coconuts remain a big hit in the foodservice channel

#### PROSPECTS AND OPPORTUNITIES

Opportunities still exist for the further development of nuts

Foodservice sales set to see a full recovery while players could look to invest in new marketing and communication strategies

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