



# Fruits in Mexico

January 2024

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## Fruits in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers favouring locally-grown fruits but adverse weather conditions take their toll on harvests in 2023

Foodservice sales continue to bounce back as customers look for healthier menu options

#### PROSPECTS AND OPPORTUNITIES

Demand should continue to grow but the supply chain could come under pressure due to the growing impact of climate change

Sustainable and organic farming practices could come into focus as consumers look to make healthier and more ethical choices

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