



Sweet Spreads in Mexico

November 2023

Table of Contents

Sweet Spreads in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health trends drive new product launches

Honey remains an important product but faces significant local challenges

Innovation in labelling to compete in an environment where branding is not the most relevant factor

PROSPECTS AND OPPORTUNITIES

Changes in legislation for products containing aspartame will impact the category

Convenience and more competitive prices will be relevant, but experiences should not be ignored

Challenges will persist for players due to economic uncertainty, offering further growth potential for private label

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 8 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Mexico - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

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