



# HW Snacks in Mexico

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Gluten free leads the landscape, increasingly embraced by consumers without intolerances

Growth for plant-based snacks as more consumers look to avoid dairy

Rising diabetes and obesity concerns drive double-digit growth for no sugar snacks

### PROSPECTS AND OPPORTUNITIES

Snack innovations to offer fortified and functional options that align with health goals

Low fat products gain ground as government initiatives shape product innovations

Keto snacks increase appeal as consumers look for specific diets to manage weight

### MARKET DATA

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

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## Health and Wellness in Mexico - Industry Overview

### 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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