



HW Dairy Products and Alternatives in Mexico

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of vitamins leads sales as consumers appreciate added health benefits
Vegan dairy products and alternatives gain ground as plant-based lifestyles rise
Packaging and production regulations partner with obesity concerns to influence buying habits

PROSPECTS AND OPPORTUNITIES

High protein gains relevance as consumers focus on diet and exercise regimes
The lactose free claim drives growth, as consumers without intolerances look for gut health benefits
The natural claim gains ground as consumers become wary of artificial ingredients and ultra processed foods

MARKET DATA

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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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