

Chocolate Confectionery in Mexico

June 2025

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Chocolate Confectionery in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chocolate confectionery players adapt to changing consumer needs to maintain sales midst economic challenges

Nestlé maintains its lead and continues to support agribusiness in Mexico

Tienditas remain key, while e-commerce continues to grow

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Ongoing sales supported by flavour and ingredient innovations, alongside expansion in distribution

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