

# Sugar Confectionery in Mexico

June 2025

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## Sugar Confectionery in Mexico - Category analysis

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#### 2025 DEVELOPMENTS

Sugar confectionery fares well, thanks to strong innovation

Mondelez maintains its leading place through strong portfolio and strategic initiatives and investments

Sugar confectionery follows the same distribution trends as snacks overall

## PROSPECTS AND OPPORTUNITIES

Steady ongoing sales expected for sugar confectionery, but with some challenges ahead

Technological developments set to influence snacks across various categories

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