



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Mexico

June 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales driven by fruit snacks, as consumers seek healthy on-the-go snacking options

Pepsico Mexico maintains its company lead, while Mondelez tipped as one to watch in protein/energy bars

Sweet biscuits, snack bars, and fruit snacks follows the same cross-category distribution trends

PROSPECTS AND OPPORTUNITIES

Ongoing growth expected, driven by dual trends for indulgence and health-focussed products

Technological developments set to influence snacks across various categories

Junk food ban in schools could impact sales of sweet biscuits in particular

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

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Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

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Snacks in Mexico - Industry Overview

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DISCLAIMER

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