



Euromonitor  
International

# Savoury Snacks in Mexico

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Savoury snacks maintains a positive performance, with meat snacks seeing particularly dynamic growth

Sabritas maintains its lead, thanks to strength of GBO PepsiCo

Savoury snacks follows the same cross-category distribution trends

### PROSPECTS AND OPPORTUNITIES

Steady sales expected to continue, with high-interest categories seeing a more robust performance

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