

# Edible Oils in Mexico

November 2024

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# Edible Oils in Mexico - Category analysis

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#### 2024 DEVELOPMENTS

Edible oils continues to face challenges, despite prices starting to drop Olive oil is the winner and sees its own campaign and supporting activities Modern retail channels are preferred for olive oil

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Stabilisation of prices will help to support edible oils sales over the forecast period Private label expected to gain further ground over the forecast period Ongoing activity in alliances expected to continue

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