



# Starchy Roots in Mexico

January 2024

Table of Contents

## Starchy Roots in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Starchy roots benefiting from affordability, versatility and the growing focus on healthy eating  
Foodservice sales continue on the path to recovery backed by an increase in tourism

#### PROSPECTS AND OPPORTUNITIES

Starchy roots facing a range of challenges and opportunities  
Producers could focus on their local roots to win over consumers

Summary 1 - Major Processors of Starchy Roots 2023

#### CATEGORY DATA

Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2018-2023

Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2018-2023

Table 3 - Retail Sales of Starchy Roots by Category: Volume 2018-2023

Table 4 - Retail Sales of Starchy Roots by Category: % Volume Growth 2018-2023

Table 5 - Retail Sales of Starchy Roots by Category: Value 2018-2023

Table 6 - Retail Sales of Starchy Roots by Category: % Value Growth 2018-2023

Table 7 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2023-2028

Table 9 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

Table 11 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

Table 12 - Forecast Retail Sales of Starchy Roots by Category: Value 2023-2028

Table 13 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2023-2028

## Fresh Food in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 - Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 - Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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## SOURCES

### Summary 2 - Research Sources

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