



**Euromonitor  
International**

# Sweet Spreads in Mexico

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stabilising prices and revival of at-home breakfasts support sales
- Nut and seed based spreads is the winner and attracts innovative new developments
- Jams and preserves manages to maintain positive sales, although the mature category faces rising competition from healthier variants

PROSPECTS AND OPPORTUNITIES

- Consumers warned against “fake honey”
- Indulgence trends will help to support sales in chocolate spread
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Cooking Ingredients and Meals in Mexico - Industry Overview

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