



Euromonitor  
International

# Fish and Seafood in Mexico

January 2024

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## Fish and Seafood in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Foodservice sales continue on the path to recovery as locals and tourists return to eating out in Mexico

Brighter outlook for retail sales as consumers buy into the healthy image of fish and seafood

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to make healthier and more sustainable purchasing decisions over the forecast period

Foodservice sales set for full recovery while retail demand likely to be hampered by high prices and competition from packaged options

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