



Euromonitor
International

Cooking Ingredients and Meals in Mexico

November 2024

Table of Contents

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Mexico

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

- Table 13 - Sales of Edible Oils by Category: Volume 2019-2024
- Table 14 - Sales of Edible Oils by Category: Value 2019-2024
- Table 15 - Sales of Edible Oils by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Edible Oils by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Edible Oils: % Value 2020-2024
- Table 18 - LBN Brand Shares of Edible Oils: % Value 2021-2024
- Table 19 - Distribution of Edible Oils by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Edible Oils by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Edible Oils by Category: Value 2024-2029
- Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

Meals and Soups in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stabilising prices help to support sales in meals and soups

Sigma Alimentos maintains its leading place thanks to the success of its Fud, Guten, and El Cazo brands

Convenience is the key sales driver for meals and soups

PROSPECTS AND OPPORTUNITIES

Health and wellness trends pose a threat to meals and soups and inspire healthier formulations

Foodservice sales continue to normalise

E-commerce options enhance the key driver of convenience for consumers

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2019-2024

Table 25 - Sales of Meals and Soups by Category: Value 2019-2024

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2019-2024

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2019-2024

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2019-2024

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2019-2024

Table 30 - Sales of Soup by Leading Flavours: Rankings 2019-2024

Table 31 - NBO Company Shares of Meals and Soups: % Value 2020-2024

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2021-2024

Table 33 - Distribution of Meals and Soups by Format: % Value 2019-2024

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2024-2029

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2024-2029

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2024-2029

Sauces, Dips and Condiments in Mexico

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends noted in sauces, dips and condiments

Barbecue sauces sees healthy volume growth, with the majority of sales held by Hunt's BBQ

Conservas La Costeña maintains its lead thanks to longstanding reputation in the country

PROSPECTS AND OPPORTUNITIES

Private label expected to gain further ground over the forecast period

Stabilisation of prices will help to support sales over the forecast period

E-commerce expected to maintain a role in sales

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2019-2024

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2019-2024

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2019-2024

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2019-2024

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2019-2024

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2019-2024

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2020-2024

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2021-2024

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2019-2024

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2024-2029

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2024-2029

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2024-2029

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2024-2029

Sweet Spreads in Mexico

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

Aspartame under the spotlight as “possibly carcinogenic to humans”

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2019-2024

Table 52 - Sales of Sweet Spreads by Category: Value 2019-2024

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2020-2024

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024

Table 58 - Distribution of Sweet Spreads by Format: % Value 2019-2024

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-mexico/report.