



Processed Meat, Seafood and Alternatives To Meat in Mexico

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weak value growth due to special discounts to boost volume sales
In a challenging context, poultry is recording strong growth than red meat
Foodservice continues to expand but at a slower rate

PROSPECTS AND OPPORTUNITIES

Healthier options set to gain ground over forecast period
Shelf stable meat sales will remain low compared to frozen and chilled formats
No important changes expected in competitive landscape

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
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- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
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- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
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- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
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Staple Foods in Mexico - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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