



HW Cooking Ingredients and Meals in Mexico

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural is the leading health and wellness claim as concerns around artificial ingredients rise

Double-digit growth for omega 3 edible oils, offering positive health benefits

Rising interest in plant-based food to support demand for vegan and dairy free products

PROSPECTS AND OPPORTUNITIES

Natural products lead sales as concerns surrounding ultra-processed foods rise

Trans fat regulations shape innovations and buying habits in cooking ingredients and meals

A rising number of consumers without intolerances choose gluten free goods

MARKET DATA

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Health and Wellness in Mexico - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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