



**Euromonitor
International**

Processed Fruit and Vegetables in Mexico

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Processed Fruit and Vegetables in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth reflects heavy use of processed vegetables in Mexican cuisine

INDUSTRY PERFORMANCE

Modest volume growth is driven by slowing price inflation

Droughts and US tariffs lead to poor results in shelf-stable tomatoes

WHAT'S NEXT?

Shelf-stable beans lay the foundations for future growth

Health and wellness to shape purchasing decisions

Rising disposable incomes will boost demand for frozen products

COMPETITIVE LANDSCAPE

Local player Conservas La Costeña SA de CV remains dominant

Del Monte brand is unaffected by parent's financial difficulties in the US

CHANNELS

Small local grocers are popular channel for shelf stable beans and vegetables

Modern channel will gain appeal as demand for product variety and higher quality rises

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EXECUTIVE SUMMARY

Stable performance as consumer rely more on staple foods

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INDUSTRY PERFORMANCE

Economic strife shapes category performance

Growing scrutiny of processed foods drives emphasis on more natural ingredients

WHAT'S NEXT?

Household dependency on staples to remain strong amid economic uncertainty

Expansion of modern retailers will raise visibility of staples

COMPETITIVE LANDSCAPE

Fragmented landscape is led by Grupo Bimbo SAB de CV

Toyo Suisan Kaisha Ltd is most dynamic player

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