



Euromonitor
International

Sweet Spreads in Mexico

November 2025

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Sweet Spreads in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

More indulgent breakfasts fuel growth

INDUSTRY PERFORMANCE

Price stabilisation and leisurely breakfasts support consumption of sweet spreads

Nut and seed-based spreads gain appeal for nutritional benefits

Jams and preserves reports steady growth

WHAT NEXT?

Rising demand for healthier and natural products will influence category performance

Climate change poses challenges for chocolate spreads

COMPETITIVE LANDSCAPE

McCormick de Mexico SA de CV is leading player

CHANNELS

Small local grocers is ceding control to the modern channel

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Cooking Ingredients and Meals in Mexico - Industry Overview

EXECUTIVE SUMMARY

High prices hit household budgets and encourage consumers to seek value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity remains high due to cautious spending behaviour

Healthier living and dietary preferences shape category performance

WHAT'S NEXT?

Healthy outlook for cooking ingredients and meals

Private label has scope to develop and gain share

Sustainable strategies will come to the fore

COMPETITIVE LANDSCAPE

Conservas La Costeña SA de CV enjoys healthy growth
Private label is expanding its role in cooking ingredients and meals
Olive oil brands are gaining traction from low base

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