



Euromonitor
International

Cooking Ingredients and Meals in Mexico

November 2025

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Cooking Ingredients and Meals in Mexico

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

CHANNELS

Consumers favour channels delivering discounts and promotions

Retail e-commerce makes inroads from low base

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Olive oil is supported by higher prices, but consumption is falling

WHAT'S NEXT?

Growing presence of private label in edible oils

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[Meals and Soups in Mexico](#)

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Affordable and convenient products appeal

INDUSTRY PERFORMANCE

Meals and soups reports slightly stronger growth over 2025

Desire for healthier and lighter meals supports prepared salads

WHAT NEXT?

Convenience of meals and soups will remain overarching benefit for Mexican consumers

Health and wellness to shape innovation pipeline

Sustainability and convenience are key priorities for consumers and manufacturers

COMPETITIVE LANDSCAPE

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[Sauces, Dips and Condiments in Mexico](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenient options offering traditional flavours attract busy consumers

INDUSTRY PERFORMANCE

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Urban households seek products to help simplify mealtimes

WHAT NEXT?

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Players will address consumers' needs for healthier products
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COMPETITIVE LANDSCAPE

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[Sweet Spreads in Mexico](#)

KEY DATA FINDINGS

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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

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