Euromonitor International

Plant-Based Dairy in Mexico

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Plant-Based Dairy in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based cheese drives value growth despite slowing volume momentum in plant-based dairy
GIFAN Internacional S de RL de CV leads, while local innovator Heartbest drives growth
Small local grocers drive sales while hypermarkets lead growth through promotions and wider access

PROSPECTS AND OPPORTUNITIES

High prices limit growth potential of plant-based dairy despite rising consumer interest
Plant-based cheese is set to experience fast growth, although it will remain a niche due to limited investment
Innovation is set to expand beyond plant-based milk, however, formulation remains a challenge

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DISCLAIMER

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