



HW Snacks in Mexico

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Indulgence-led snacking adapts to health-conscious expectations

INDUSTRY PERFORMANCE

- Natural ingredients enhance indulgent snacking experiences
- Gluten-free snacks expand beyond medical necessity
- Natural snacks align with active and digital lifestyles

WHAT'S NEXT

- Healthy snacking becomes more accessible and mainstream
- Gluten-free growth tempered by affordability constraints
- Natural positioning evolves alongside sustainability expectations

CATEGORY DATA

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EXECUTIVE SUMMARY

Regulation, reformulation and the gradual re-education of consumers

INDUSTRY PERFORMANCE

- Sugar reduction and weight management dominate health positioning
- Clean labels, natural cues and functional benefits gain momentum

WHAT'S NEXT

Functionality, transparency and regulation will shape future growth

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