



HW Cooking Ingredients and Meals in Mexico

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led reformulation reshapes everyday cooking

INDUSTRY PERFORMANCE

Ingredient transparency and cleaner labels gain prominence
Natural claims supported by edible oils and premium ingredients
Nut- and seed-based spreads gain momentum as healthier alternatives

WHAT'S NEXT

Health-driven home cooking and reformulation to intensify
Natural positioning to evolve beyond a simple claim
Health pressures reshape sweet spreads and sauces

CATEGORY DATA

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Health and Wellness in Mexico - Industry Overview

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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