

Other Dairy in Mexico

October 2023

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Other Dairy in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in refrigerated space driving growth in other dairy
Private label looking to disrupt the competitive landscape within other dairy
Reformulations allow companies to advertise to children

PROSPECTS AND OPPORTUNITIES

Brands exploring new packaging formats as they look to stand out from the competition
Price increases could limit more dynamic growth while also opening the door to private label
Companies might need to consider further reformulations as aspartame comes under the spotlight

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DISCLAIMER

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