

Butter and Spreads in Mexico

October 2023

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Butter and Spreads in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases and health concerns restrain growth in butter and spreads
Sales through discounters gain share as consumers go in search of better value
The recovery of the foodservice channel negatively impacts retail sales

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Reformulation might be needed in response to new regulation
New product launches to focus on health, functionality, and social responsibility
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DISCLAIMER

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