

Sweet Spreads in Mexico

November 2023

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Sweet Spreads in Mexico - Category analysis

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2023 DEVELOPMENTS

Health trends drive new product launches

Honey remains an important product but faces significant local challenges

Innovation in labelling to compete in an environment where branding is not the most relevant factor

PROSPECTS AND OPPORTUNITIES

Changes in legislation for products containing aspartame will impact the category

Convenience and more competitive prices will be relevant, but experiences should not be ignored

Challenges will persist for players due to economic uncertainty, offering further growth potential for private label

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