



# HW Snacks in Mexico

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Inflation acts as a barrier to growth as spending is focused on the essentials

Gluten free the most prominent health and wellness claim in snacks in 2022

Growth for plant-based snacks as more consumers look to avoid dairy

### PROSPECTS AND OPPORTUNITIES

Product innovation to continue driving value growth in snacks

Gluten free a promising category of health and wellness snacks

Keto to record further sales growth

### CATEGORY DATA

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## EXECUTIVE SUMMARY

Overview

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