

HW Cooking Ingredients and Meals in Mexico

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Slowdown in growth as out-of-home activities continue to recover
Natural the leading health and wellness positioning in cooking ingredients and meals
Superfruit grows as consumers prioritise nutritious food

PROSPECTS AND OPPORTUNITIES

Trans fats regulation to have a major impact on cooking ingredients and meals
Natural slated for positive growth as consumers favour cheaper, more practical options
Rising interest in plant-based food to support rising demand for dairy free products

CATEGORY DATA

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[Health and Wellness in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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