



Yoghurt and Sour Milk Products in Mexico

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Yoghurt drives value growth as plant-based alternatives gain ground in Mexico

Grupo Lala maintains its leadership in yoghurt while Yakult drives innovation through functional health claims

Retail e-commerce sales continue to rise in 2025, driven by main retailers

PROSPECTS AND OPPORTUNITIES

Yoghurt and sour milk products are expected to record growth despite regulatory challenges

Sugar reduction, high protein options and probiotics may increase notably across the forecast period

Marketing and innovation will be key to helping dairy brands stand out during rising health and environmental pressures

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