



Euromonitor  
International

# Processed Fruit and Vegetables in Mexico

November 2025

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## Processed Fruit and Vegetables in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stable growth reflects heavy use of processed vegetables in Mexican cuisine

#### INDUSTRY PERFORMANCE

Modest volume growth is driven by slowing price inflation

Droughts and US tariffs lead to poor results in shelf-stable tomatoes

#### WHAT'S NEXT?

Shelf-stable beans lay the foundations for future growth

Health and wellness to shape purchasing decisions

Rising disposable incomes will boost demand for frozen products

#### COMPETITIVE LANDSCAPE

Local player Conservas La Costeña SA de CV remains dominant

Del Monte brand is unaffected by parent's financial difficulties in the US

#### CHANNELS

Small local grocers are popular channel for shelf stable beans and vegetables

Modern channel will gain appeal as demand for product variety and higher quality rises

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### EXECUTIVE SUMMARY

Stable performance as consumer rely more on staple foods

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Economic strife shapes category performance

Growing scrutiny of processed foods drives emphasis on more natural ingredients

#### WHAT'S NEXT?

Household dependency on staples to remain strong amid economic uncertainty

Expansion of modern retailers will raise visibility of staples

## COMPETITIVE LANDSCAPE

Fragmented landscape is led by Grupo Bimbo SAB de CV

Toyo Suisan Kaisha Ltd is most dynamic player

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-mexico/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-mexico/report).