



Meat in Mexico

January 2026

Table of Contents

Meat in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pork and poultry gain as households trade down from beef

INDUSTRY PERFORMANCE

Pork leads growth as affordability impacts meat consumption

Price sensitivity and convenience reshape distribution and product choice

WHAT'S NEXT?

Economic resilience supports continued growth in meat consumption

Convenience continues to drive consumer purchasing decisions

Summary 1 - Major Processors of Meat 2025

CATEGORY DATA

Table 1 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 2 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Meat by Category: Volume 2020-2025

Table 4 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Meat by Category: Value 2020-2025

Table 6 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Sales of Meat by Category: Total Volume 2025-2030

Table 9 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Meat by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Meat by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

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Fresh Food in Mexico - Industry Overview

EXECUTIVE SUMMARY

Stability supports fresh food demand as climate risk rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stabilising economic conditions ensure moderate growth in 2025

Health trends, convenience and climate change impact industry progress

WHAT'S NEXT?

Future growth remains highly dependent on adaptation to climate change

Sustainability will become increasingly important to attract consumers

CHANNELS

Small local grocers lead distribution despite losing share

E-commerce enjoys fastest expansion within retail, followed by convenience stores

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025
Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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