



**Euromonitor
International**

Meals and Soups in Mexico

November 2025

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Meals and Soups in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable and convenient products appeal

INDUSTRY PERFORMANCE

Meals and soups reports slightly stronger growth over 2025

Desire for healthier and lighter meals supports prepared salads

WHAT NEXT?

Convenience of meals and soups will remain overarching benefit for Mexican consumers

Health and wellness to shape innovation pipeline

Sustainability and convenience are key priorities for consumers and manufacturers

COMPETITIVE LANDSCAPE

Sigma Alimentos SA de CV holds its leading position

CHANNELS

Hypermarkets and convenience stores are key channel for meals and soups

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Cooking Ingredients and Meals in Mexico - Industry Overview

EXECUTIVE SUMMARY

High prices hit household budgets and encourage consumers to seek value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity remains high due to cautious spending behaviour

Healthier living and dietary preferences shape category performance

WHAT'S NEXT?

Healthy outlook for cooking ingredients and meals

Private label has scope to develop and gain share

Sustainable strategies will come to the fore

COMPETITIVE LANDSCAPE

Conservas La Costeña SA de CV enjoys healthy growth
Private label is expanding its role in cooking ingredients and meals
Olive oil brands are gaining traction from low base

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