



# HW Snacks in Mexico

January 2026

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## HW Snacks in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Indulgence-led snacking adapts to health-conscious expectations

#### INDUSTRY PERFORMANCE

Natural ingredients enhance indulgent snacking experiences

Gluten-free snacks expand beyond medical necessity

Natural snacks align with active and digital lifestyles

#### WHAT'S NEXT

Healthy snacking becomes more accessible and mainstream

Gluten-free growth tempered by affordability constraints

Natural positioning evolves alongside sustainability expectations

#### CATEGORY DATA

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Health and Wellness in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Regulation, reformulation and the gradual re-education of consumers

#### INDUSTRY PERFORMANCE

Sugar reduction and weight management dominate health positioning

Clean labels, natural cues and functional benefits gain momentum

#### WHAT'S NEXT

Functionality, transparency and regulation will shape future growth

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