



Euromonitor  
International

# HW Snacks in Mexico

January 2026

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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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