



Euromonitor
International

HW Dairy Products and Alternatives in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heightened health awareness reshapes dairy choices

INDUSTRY PERFORMANCE

Protein and functionality gain relevance beyond core nutrition

Vitamin fortification supports perceived added value in dairy

Lactose-free positioning responds to digestive health concerns

WHAT'S NEXT

Multi-functional dairy products set to define future growth

Vitamin-enriched dairy remains a convenient health solution

Lactose-free dairy moves further into the mainstream

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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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