



Euromonitor
International

HW Cooking Ingredients and Meals in Mexico

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HW Cooking Ingredients and Meals in Mexico - Category analysis

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2024 DEVELOPMENTS

Health-led reformulation reshapes everyday cooking

INDUSTRY PERFORMANCE

Ingredient transparency and cleaner labels gain prominence

Natural claims supported by edible oils and premium ingredients

Nut- and seed-based spreads gain momentum as healthier alternatives

WHAT'S NEXT

Health-driven home cooking and reformulation to intensify

Natural positioning to evolve beyond a simple claim

Health pressures reshape sweet spreads and sauces

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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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