



HW Staple Foods in Mexico

January 2026

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HW Staple Foods in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health awareness collides with affordability pressures

INDUSTRY PERFORMANCE

Health awareness and reformulation shape staple food choices

Gluten free drives growth in bakery and cereal staples

High fibre and wholegrain gain relevance amid breakfast cereal shifts

WHAT'S NEXT

Health-led reformulation and regulatory pressure will shape innovation

Gluten free set to maintain strong momentum

Wholegrain and high fibre staples to benefit from shifting breakfast habits

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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