



# Passport

## Meals and Soups in Mexico

Euromonitor International

November 2022

This sample report is for illustration  
purposes only.

Some content and data have been  
changed.

To purchase a full version, please visit

[www.euromonitor.com](http://www.euromonitor.com)

# LIST OF CONTENTS AND TABLES

Meals and Soups in Mexico - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2022 DEVELOPMENTS.....	1
Sustained positive performance seen in meals and soups, thanks to convenience and affordability .....	1
Maggi launches dehydrated soup line of home-made recipes, in bid to win shares in soups ...	1
The ongoing recovery of foodservice slows down growth.....	2
PROSPECTS AND OPPORTUNITIES.....	2
Convenience will remain A major driver for sales in meals and soups .....	2
Soup sales to benefit from consumer price-sensitivity, as they offer affordable, warm meals ..	3
Companies aim to gain revenue with added value products.....	3
CATEGORY DATA.....	3
Table 1    Sales of Meals and Soups by Category: Volume 2017-2022 .....	3
Table 2    Sales of Meals and Soups by Category: Value 2017-2022 .....	4
Table 3    Sales of Meals and Soups by Category: % Volume Growth 2017-2022.....	4
Table 4    Sales of Meals and Soups by Category: % Value Growth 2017-2022.....	4
Table 5    Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022.....	4
Table 6    Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022.....	5
Table 7    Sales of Soup by Leading Flavours: Rankings 2017-2022.....	5
Table 8    NBO Company Shares of Meals and Soups: % Value 2018-2022 .....	5
Table 9    LBN Brand Shares of Meals and Soups: % Value 2019-2022 .....	6
Table 10   Distribution of Meals and Soups by Format: % Value 2017-2022 .....	7
Table 11   Forecast Sales of Meals and Soups by Category: Volume 2022-2027 .....	8
Table 12   Forecast Sales of Meals and Soups by Category: Value 2022-2027 .....	8
Table 13   Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027 .....	9
Table 14   Forecast Sales of Meals and Soups by Category: % Value Growth 2022-2027 .....	9
Cooking Ingredients and Meals in Mexico - Industry Overview .....	10
EXECUTIVE SUMMARY.....	10
Cooking ingredients and meals in 2022: The big picture .....	10
Inflationary pressures weigh heavily, from geopolitical circumstances to factors in-country ...	10
Companies seek revenue through value-added and essential products .....	10
The recovery of foodservice and food specialists continues.....	11
What next for cooking ingredients and meals? .....	11
MARKET DATA.....	12
Table 15   Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022 .....	12
Table 16   Sales of Cooking Ingredients and Meals by Category: Value 2017-2022 .....	12
Table 17   Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022 .....	12
Table 18   Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022 .....	12
Table 19   NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022.....	13

Table 20	LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022 .....	14
Table 21	Penetration of Private Label by Category: % Value 2017-2022 .....	15
Table 22	Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022 .....	15
Table 23	Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027 .....	16
Table 24	Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027 .....	16
Table 25	Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027 .....	16
Table 26	Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027 .....	16
DISCLAIMER .....		17
SOURCES.....		17
Summary 1	Research Sources.....	17

# MEALS AND SOUPS IN MEXICO - CATEGORY ANALYSIS

## KEY DATA FINDINGS

Content removed from sample

## 2022 DEVELOPMENTS

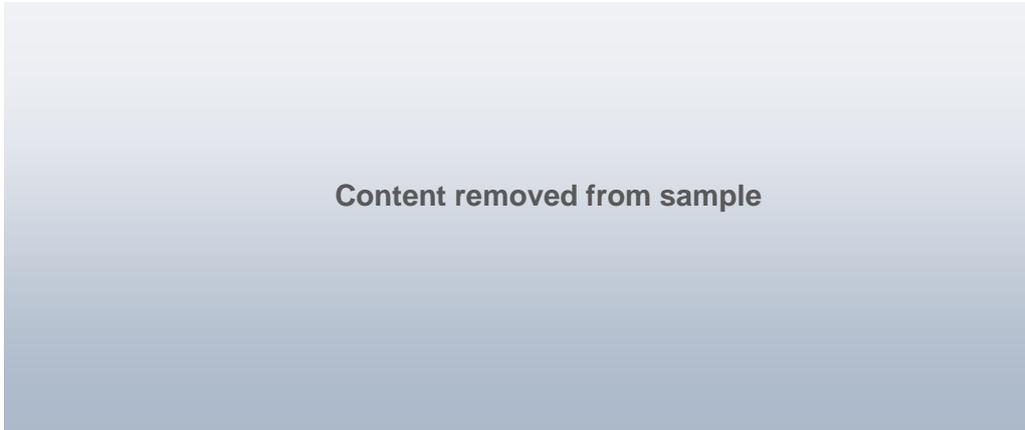
Sustained positive performance seen in meals and soups, thanks to convenience and affordability

Content removed from sample

Maggi launches dehydrated soup line of home-made recipes, in bid to win shares in soups

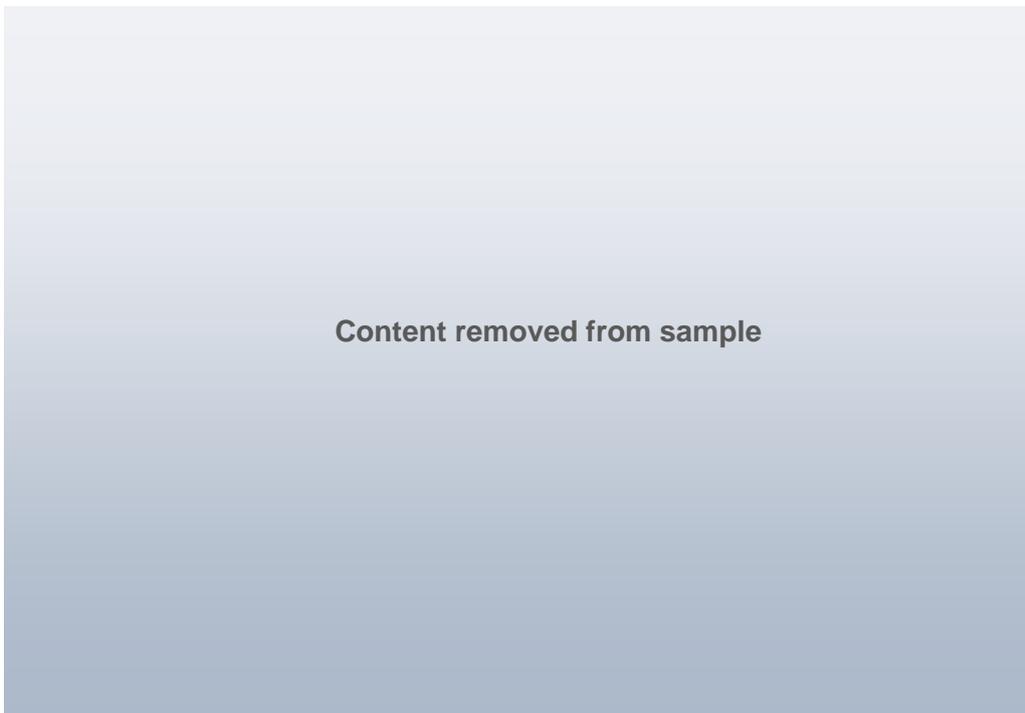
Content removed from sample

## The ongoing recovery of foodservice slows down growth

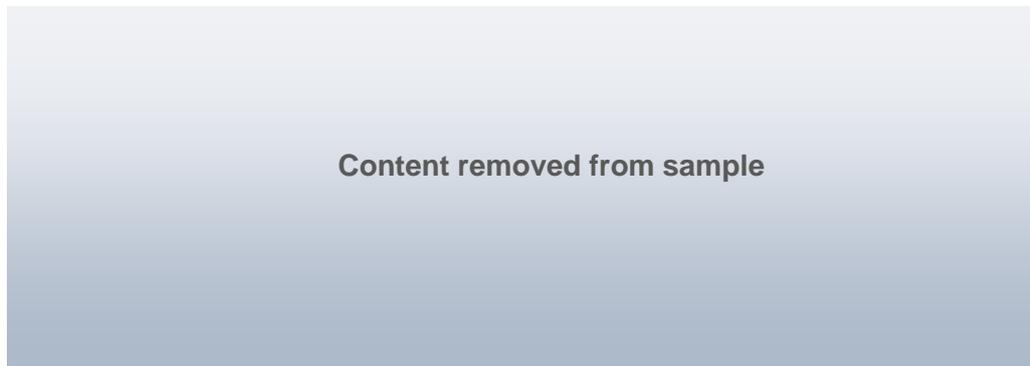


## PROSPECTS AND OPPORTUNITIES

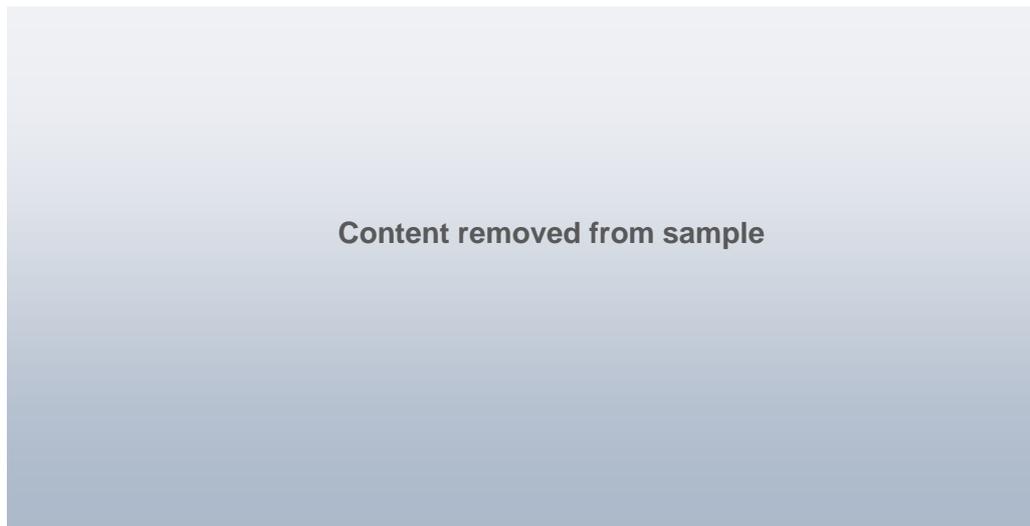
Convenience will remain A major driver for sales in meals and soups



Soup sales to benefit from consumer price-sensitivity, as they offer affordable, warm meals



Companies aim to gain revenue with added value products



### CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
Prepared Salads	Data removed from sample					
Food Kits						
Pizza						
Soup						
Ready Meals						
Meals and Soups						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2** Sales of Meals and Soups by Category: Value 2017-2022

MXN million	2017	2018	2019	2020	2021	2022
Prepared Salads	<b>Data removed from sample</b>					
Food Kits						
Pizza						
Soup						
Ready Meals						
Meals and Soups						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3** Sales of Meals and Soups by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Prepared Salads	<b>Data removed from sample</b>		
Food Kits			
Pizza			
Soup			
Ready Meals			
Meals and Soups			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4** Sales of Meals and Soups by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Prepared Salads	<b>Data removed from sample</b>		
Food Kits			
Pizza			
Soup			
Ready Meals			
Meals and Soups			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5** Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Italian	<b>Data removed from sample</b>					
Mexican						
Spanish						
Other Ethnicities						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022**

% retail value rsp	2017	2018	2019	2020	2021	2022
Chinese	<b>Data removed from sample</b>					
Italian						
Mexican						
Other Ethnicities						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

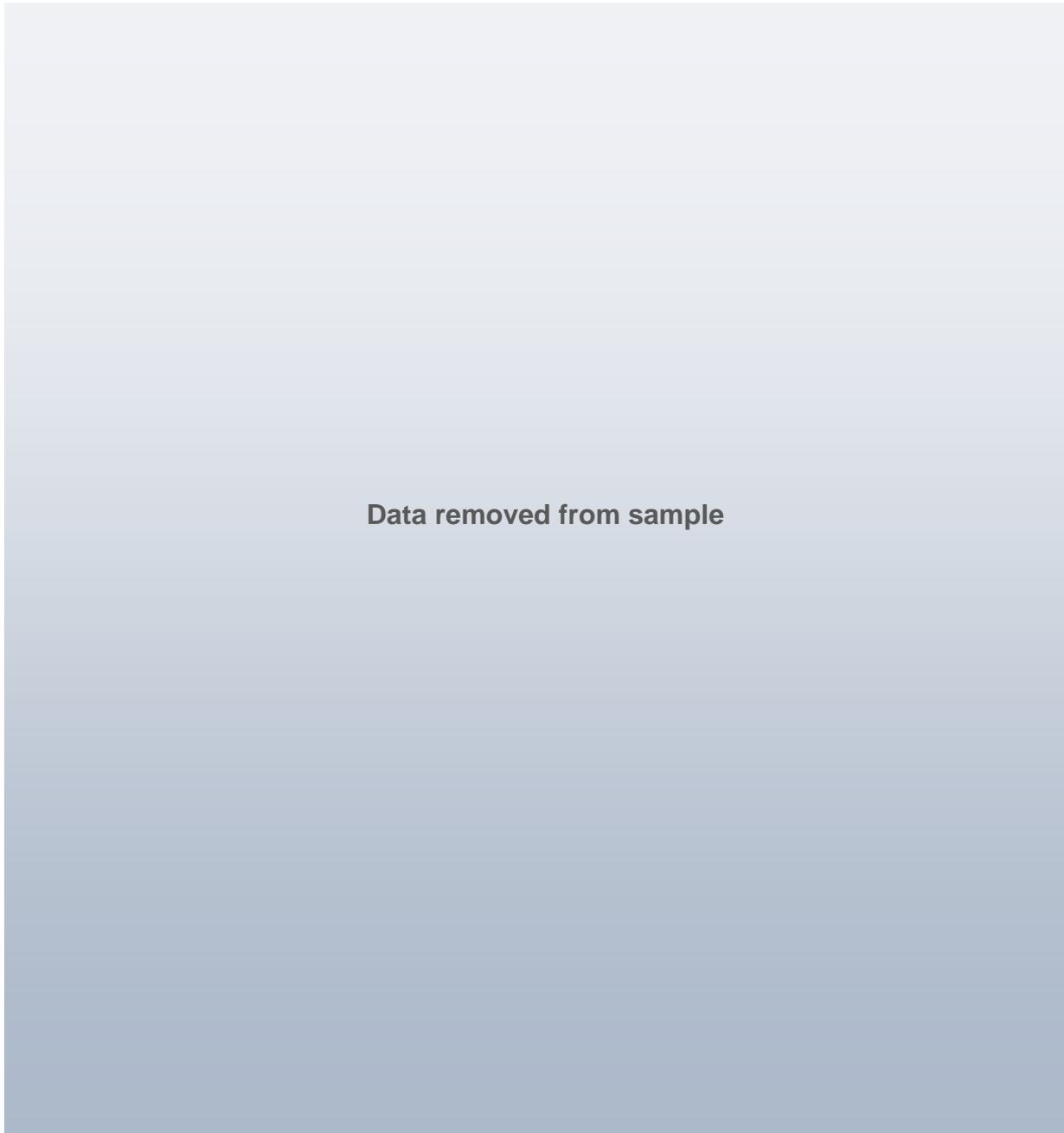
**Table 7 Sales of Soup by Leading Flavours: Rankings 2017-2022**

ranking	2017	2018	2019	2020	2021	2022
Chicken	<b>Data removed from sample</b>					
Tomato						
Cream						
Shrimp						
Vegetable						
Beef						
Lemon						
Mushroom						
Bacon						
Chipotle						
Asparagus						
Cheddar						
Pepper						
Clam						
Broccoli						
Onion						
Pork						
Spinach						
Ham						
Veal						
Fish						
Algae						
Parmesan						
Pumpkin						
Ginger						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8 NBO Company Shares of Meals and Soups: % Value 2018-2022**

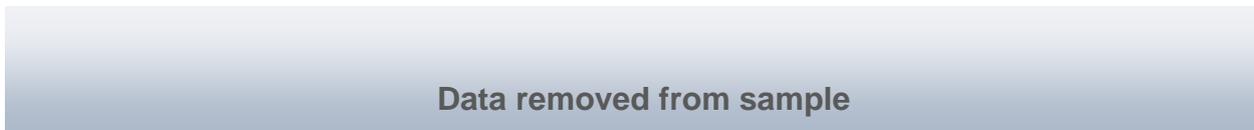
% retail value rsp	2018	2019	2020	2021	2022
Company	<b>Data removed from sample</b>				



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 9** LBN Brand Shares of Meals and Soups: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
-----------------------------------	---------------	------	------	------	------





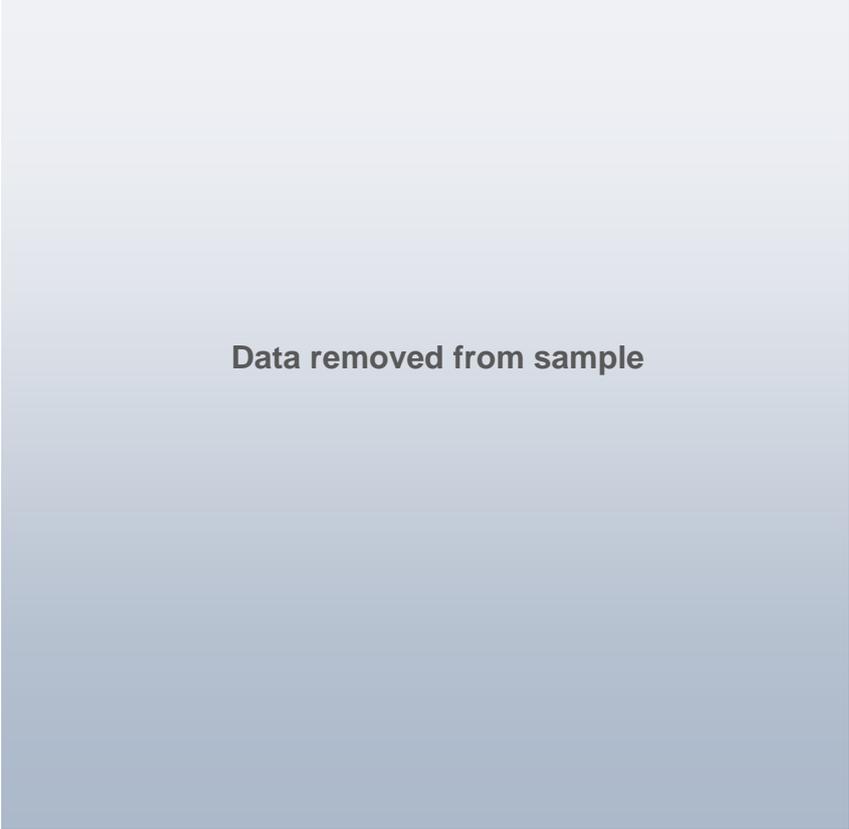
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 10**      Distribution of Meals and Soups by Format: % Value 2017-2022

% retail value rsp

	2017	2018	2019	2020	2021	2022
Retail Channels	<b>Data removed from sample</b>					
- Retail Offline						
-- Grocery Retailers						

- Convenience Retail
- Convenience Stores
- Forecourt Retailers
- Supermarkets
- Hypermarkets
- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 11 Forecast Sales of Meals and Soups by Category: Volume 2022-2027**

'000 tonnes

	2022	2023	2024	2025	2026	2027
Prepared Salads	<b>Data removed from sample</b>					
Food Kits						
Pizza						
Soup						
Ready Meals						
Meals and Soups						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 12 Forecast Sales of Meals and Soups by Category: Value 2022-2027**

MXN million

	2022	2023	2024	2025	2026	2027
Prepared Salads	<b>Data removed from sample</b>					
Food Kits						
Pizza						
Soup						
Ready Meals						

Meals and Soups

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 13 Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027**

% volume growth

2022/23      2022-27 CAGR      2022/27 Total

Prepared Salads  
 Food Kits  
 Pizza  
 Soup  
 Ready Meals  
 Meals and Soups

**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 14 Forecast Sales of Meals and Soups by Category: % Value Growth 2022-2027**

% constant value growth

2022/2023      2022-27 CAGR      2022/27 Total

Prepared Salads  
 Food Kits  
 Pizza  
 Soup  
 Ready Meals  
 Meals and Soups

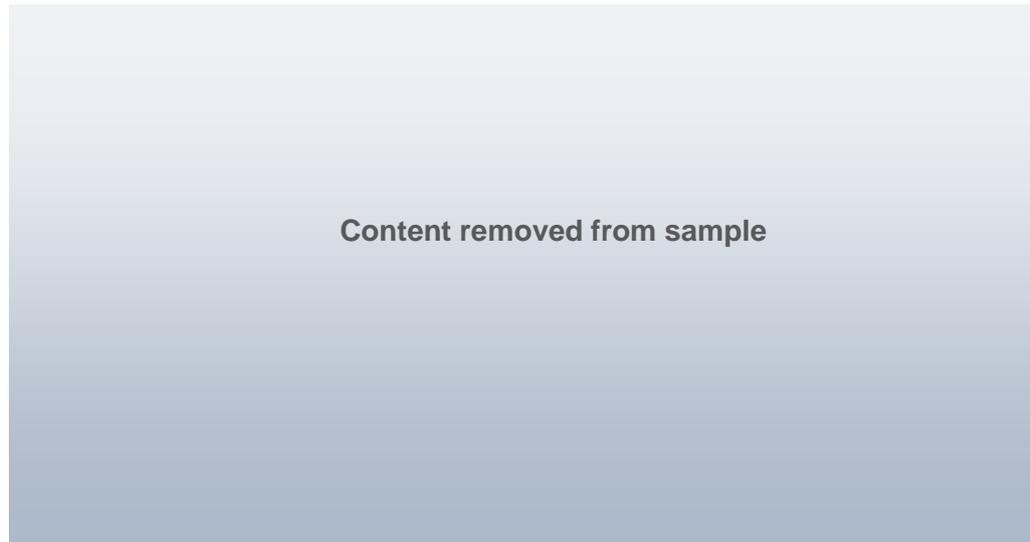
**Data removed from sample**

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

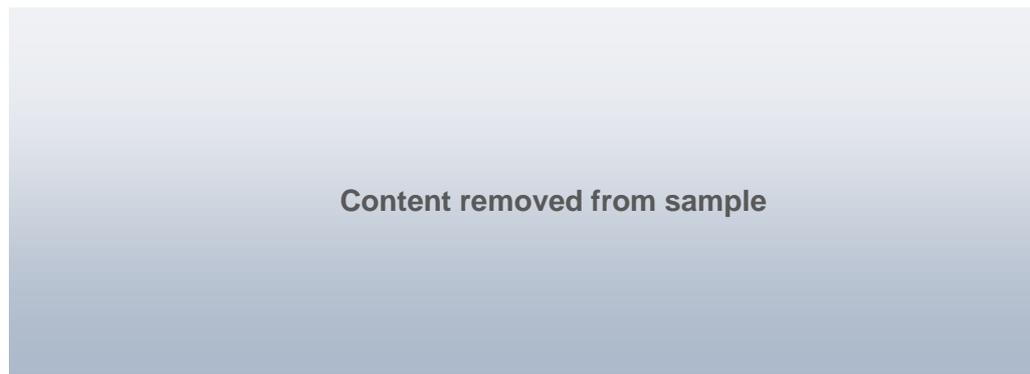
# COOKING INGREDIENTS AND MEALS IN MEXICO - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

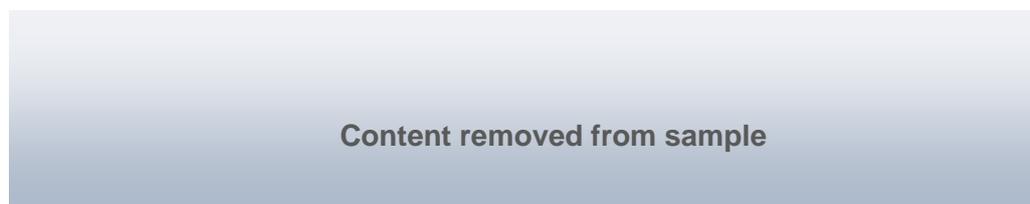
Cooking ingredients and meals in 2022: The big picture



Inflationary pressures weigh heavily, from geopolitical circumstances to factors in-country



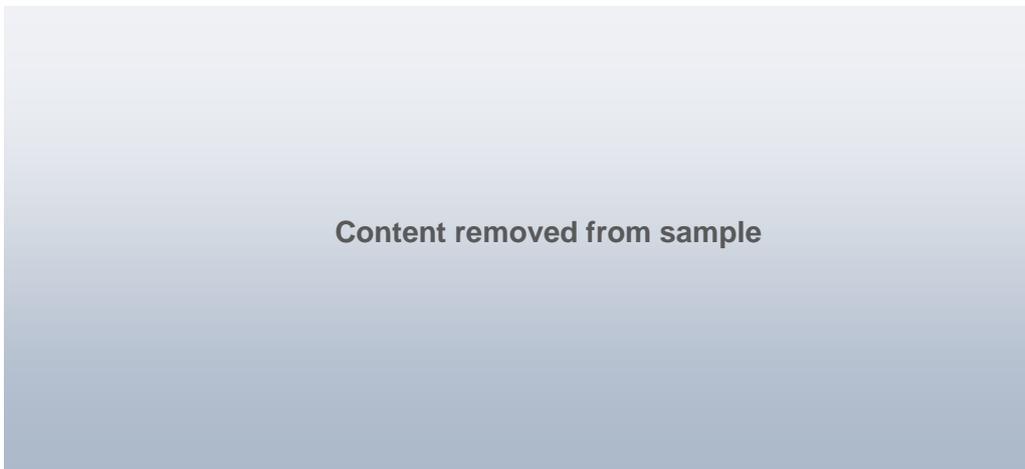
Companies seek revenue through value-added and essential products



## The recovery of foodservice and food specialists continues



## What next for cooking ingredients and meals?



## MARKET DATA

Table 15 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

	2017	2018	2019	2020	2021	2022
Sweet Spreads ('000 tonnes)	<b>Data removed from sample</b>					
Sauces, Dips and Condiments ('000 tonnes)						
Meals and Soups ('000 tonnes)						
Edible Oils (million litres)						
Cooking Ingredients and Meals (Not calculable)						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

MXN million	2017	2018	2019	2020	2021	2022
Sweet Spreads	<b>Data removed from sample</b>					
Sauces, Dips and Condiments						
Meals and Soups						
Edible Oils						
Cooking Ingredients and Meals						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Sweet Spreads	<b>Data removed from sample</b>		
Sauces, Dips and Condiments			
Meals and Soups			
Edible Oils			
Cooking Ingredients and Meals			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
------------------------	---------	--------------	---------------

Sweet Spreads  
 Sauces, Dips and Condiments  
 Meals and Soups  
 Edible Oils  
 Cooking Ingredients and Meals

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022**

% retail value rsp Company	2018	2019	2020	2021	2022
-------------------------------	------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
-----------------------------------	---------------	------	------	------	------

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 21 Penetration of Private Label by Category: % Value 2017-2022**

% retail value rsp	2017	2018	2019	2020	2021	2022
Sweet Spreads	<b>Data removed from sample</b>					
Sauces, Dips and Condiments						
Meals and Soups						
Edible Oils						
Cooking Ingredients and Meals						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 22 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022**

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	<b>Data removed from sample</b>					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
---- Convenience Stores						
---- Forecourt Retailers						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027**

	2022	2023	2024	2025	2026	2027
Sweet Spreads ('000 tonnes)	<b>Data removed from sample</b>					
Sauces, Dips and Condiments ('000 tonnes)						
Meals and Soups ('000 tonnes)						
Edible Oils (million litres)						
Cooking Ingredients and Meals (Not calculable)						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027**

MXN million	2022	2023	2024	2025	2026	2027
Sweet Spreads	<b>Data removed from sample</b>					
Sauces, Dips and Condiments						
Meals and Soups						
Edible Oils						
Cooking Ingredients and Meals						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 25 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027**

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Sweet Spreads	<b>Data removed from sample</b>		
Sauces, Dips and Condiments			
Meals and Soups			
Edible Oils			
Cooking Ingredients and Meals			

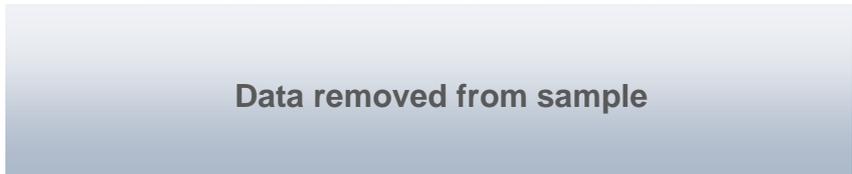
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 26 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027**

% constant value growth

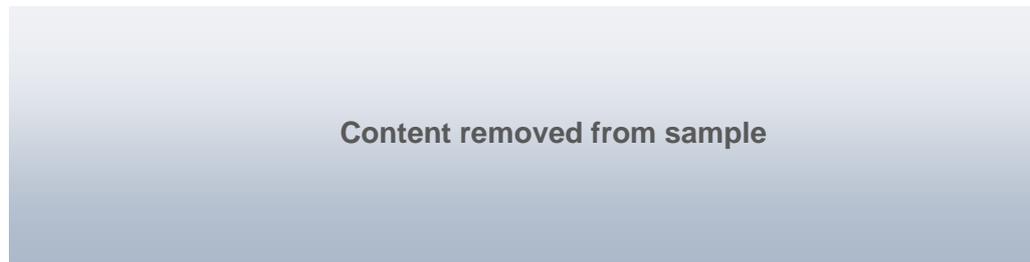
2022/2023    2022-27 CAGR    2022/27 Total

Sweet Spreads  
Sauces, Dips and Condiments  
Meals and Soups  
Edible Oils  
Cooking Ingredients and Meals



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

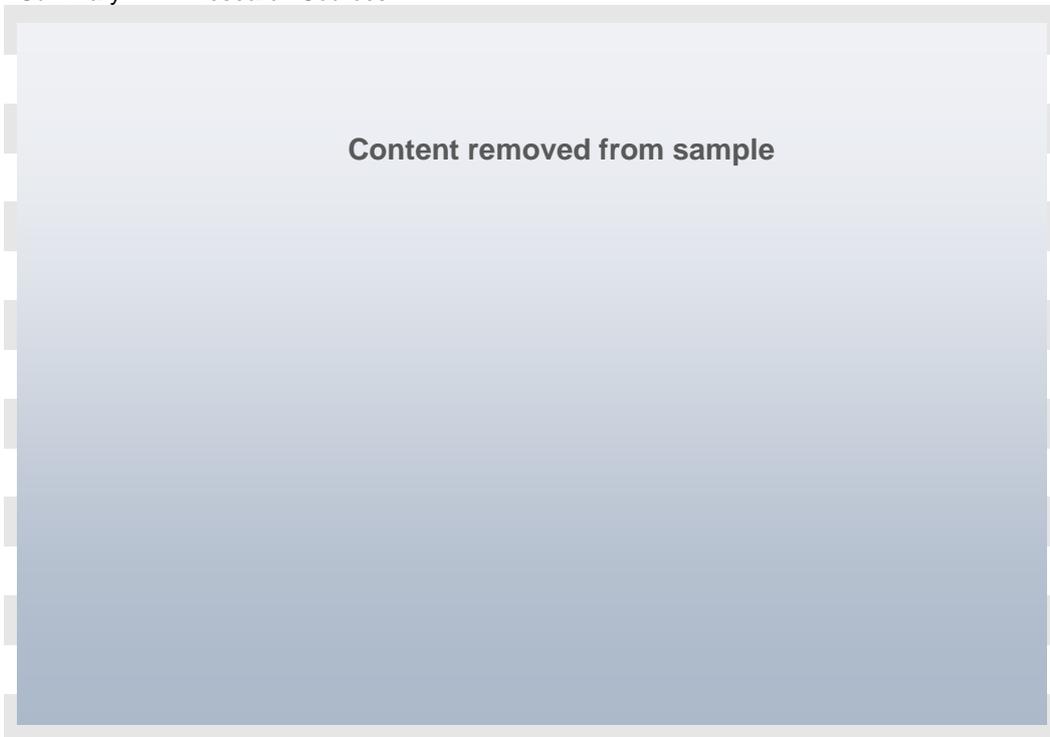
## DISCLAIMER



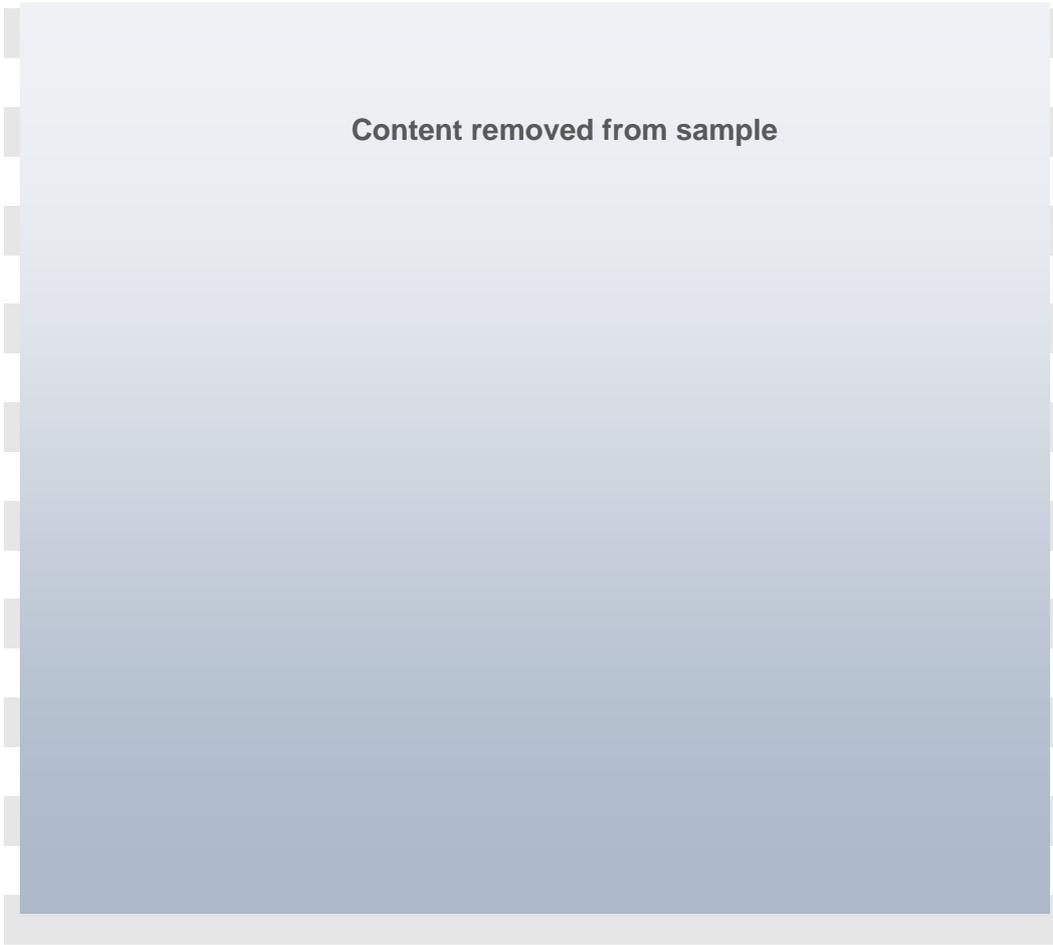
## SOURCES

Sources used during the research included the following:

Summary 1    Research Sources



Content removed from sample



Source: Euromonitor International