



Euromonitor
International

Baby Food in Mexico

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Falling birth rates and health trends impact sales of baby food in 2025
Nestlé México SA leads with Nido and Nan, while Royal FrieslandCampina NV gains ground
Pharmacies hold the strongest share as the channel invests in intense promotional advertising campaigns

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Dairy Products and Alternatives in Mexico - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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