



Sugar and Sweeteners in Mexico

January 2026

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Sugar and Sweeteners in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Reduced-sugar trend deepens declines

INDUSTRY PERFORMANCE

Health awareness and local dynamics drive further contraction

Cost consciousness, climate concerns and channel shifts

WHAT'S NEXT?

Domestic demand to wane, with exports remaining a balancing lever

Sustainability and premium cues to grow in strategic weight, but remain niche in volume

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Stability supports fresh food demand as climate risk rises

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Stabilising economic conditions ensure moderate growth in 2025

Health trends, convenience and climate change impact industry progress

WHAT'S NEXT?

Future growth remains highly dependent on adaptation to climate change

Sustainability will become increasingly important to attract consumers

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