



**Euromonitor
International**

Vegetables in Mexico

January 2026

Table of Contents

Vegetables in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved supply conditions support volume sales in 2025

INDUSTRY PERFORMANCE

Volume sales stabilise as onion leads recovery

Cost pressures, climate risks and convenience redefine market

WHAT'S NEXT?

Slow but positive growth anchored in health and sustainability

Climate adaptation and cost efficiency as strategic imperatives

Summary 1 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 1 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 2 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 4 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 6 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in Mexico - Industry Overview

EXECUTIVE SUMMARY

Stability supports fresh food demand as climate risk rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

CHANNELS

Small local grocers lead distribution despite losing share

E-commerce enjoys fastest expansion within retail, followed by convenience stores

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vegetables-in-mexico/report.