



Butter and Spreads in Mexico

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Butter leads value growth while dairy-free brands highlight their health credentials
Upfield México S. de R.L. de C.V leads while Sigma Alimentos focuses on its expansion
Small local grocers lead sales while warehouse clubs record growth with the entry of Smart & Final

PROSPECTS AND OPPORTUNITIES

Health regulations and reformulation will impact growth in butter and spreads
Texture, flavour and convenient formats will be key to growth over the forecast period
Health, sustainability and dietary restriction may shape performance and innovation

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Dairy Products and Alternatives in Mexico - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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