



Sweet Spreads in Mexico

November 2025

Table of Contents

Sweet Spreads in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

More indulgent breakfasts fuel growth

INDUSTRY PERFORMANCE

Price stabilisation and leisurely breakfasts support consumption of sweet spreads

Nut and seed-based spreads gain appeal for nutritional benefits

Jams and preserves reports steady growth

WHAT NEXT?

Rising demand for healthier and natural products will influence category performance

Climate change poses challenges for chocolate spreads

COMPETITIVE LANDSCAPE

McCormick de Mexico SA de CV is leading player

CHANNELS

Small local grocers is ceding control to the modern channel

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Mexico - Industry Overview

EXECUTIVE SUMMARY

High prices hit household budgets and encourage consumers to seek value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity remains high due to cautious spending behaviour

Healthier living and dietary preferences shape category performance

WHAT'S NEXT?

Healthy outlook for cooking ingredients and meals

Private label has scope to develop and gain share

Sustainable strategies will come to the fore

COMPETITIVE LANDSCAPE

Conservas La Costeña SA de CV enjoys healthy growth
Private label is expanding its role in cooking ingredients and meals
Olive oil brands are gaining traction from low base

CHANNELS

Consumers favour channels delivering discounts and promotions
Retail e-commerce makes inroads from low base

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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