



Euromonitor
International

Cooking Ingredients and Meals in Mexico

November 2025

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Cooking Ingredients and Meals in Mexico

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

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Consumers favour channels delivering discounts and promotions

Retail e-commerce makes inroads from low base

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Olive oil is supported by higher prices, but consumption is falling

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INDUSTRY PERFORMANCE

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Desire for healthier and lighter meals supports prepared salads

WHAT NEXT?

Convenience of meals and soups will remain overarching benefit for Mexican consumers

Health and wellness to shape innovation pipeline

Sustainability and convenience are key priorities for consumers and manufacturers

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Urban households seek products to help simplify mealtimes

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