

# Sugar Confectionery in Mexico

September 2023

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## Sugar Confectionery in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation remains an obstacle to the more dynamic growth of sugar confectionery  
Mondelez acquires sugar confectionery brands from Grupo Bimbo  
Sugar confectionery brands explore new formats to expand their product portfolios

#### PROSPECTS AND OPPORTUNITIES

Appealing to the senses will continue to gain relevance  
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