

Processed Fruit and Vegetables in Mexico

November 2023

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Processed Fruit and Vegetables in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Low production limits stronger growth for shelf stable beans
- Local consumers are searching for healthier alternatives
- The recovery of tourism boosts foodservice demand for some products

PROSPECTS AND OPPORTUNITIES

- Frozen processed fruit and vegetables to perform better than shelf stable options
- Leading players will focus on improving perception of shelf stable products
- Small local grocers remains leading channel as convenient location for neighbourhoods

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