



# Innovation: Food and Beverage in Mexico

November 2023

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## INNOVATION IN FOOD AND BEVERAGE

Half of 2022 launches in Mexico were first detected globally in the country

Packaged food led detected 2022 launches in Mexico

New launches in Mexico in 2022: Soft drinks and hot drinks

New launches in Mexico in 2022: Packaged food, alcoholic drinks, pet food

Premiumisation among detected launches in Mexico increased, despite rising inflation

Traveness offers health-focused pet food high in nutrients to meet growing demand

Traveness Biologically Designed Dog Food with Fresh Premium Duck & Kiwi

Sub-brand launches focused on functional ingredients and low-sugar options in 2022

Natural One launches health focused juice drink to meet demand in Mexico

Natural One Mixed Fruit and Vegetable Juice launches at Walmart in Mexico in 2022

Walmart Express leads launches in food and beverage in 2022

## APPENDIX

Passport Innovation methodology

Passport Innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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