

HW Staple Foods in Mexico

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Key players continue exploring the possibilities inherent in meat free staple foods

The popularity of gluten free comes into focus as more consumers avoid gluten

Hypoallergenic is the best performing claim in health and wellness staple foods in 2022

PROSPECTS AND OPPORTUNITIES

Regulation of trans fats and glyphosate use to influence sales of staple foods

Gluten free set to gather pace as the range of options in the category expands

Probiotic expected to rapidly gain ground as gut health comes to the fore

CATEGORY DATA

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Health and Wellness in Mexico - Industry Overview

EXECUTIVE SUMMARY

Overview

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