

# Sauces, Dips and Condiments in Mexico

November 2023

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## Sauces, Dips and Condiments in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and wellness trends are prevalent across the category  
Cost increases continue to impact the production chain  
Rebranding and new product launches to differentiate in competitive landscape

#### PROSPECTS AND OPPORTUNITIES

A strong brand presence will be more important than a lower price  
Discounters to experience significant growth as consumers seek homemade flavours at competitive prices  
Challenges will persist for players due to economic uncertainty

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