

# Processed Fruit and Vegetables in Mexico

November 2023

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### 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  
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