

# Butter and Spreads in Mexico

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Price increases and health concerns restrain growth in butter and spreads
- Sales through discounters gain share as consumers go in search of better value
- The recovery of the foodservice channel negatively impacts retail sales

PROSPECTS AND OPPORTUNITIES

- Reformulation might be needed in response to new regulation
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Dairy Products and Alternatives in Mexico - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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