

# HW Dairy Products and Alternatives in Mexico

November 2023

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#### 2022 DEVELOPMENTS

Protein content gains relevance in dairy products

Good source of vitamins a very popular health and wellness claim in 2022

Plant-based dairy products and alternatives broaden appeal in Mexico

#### PROSPECTS AND OPPORTUNITIES

Regulation of trans fats, single-use plastics and sales to children likely to impact sales

Good source of vitamins a promising category as consumers look to improve their diets

Dairy free categories set to rise over the forecast period

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Overview

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