



Euromonitor
International

Herbal/Traditional Products in Mexico

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

E-commerce expands access and capitalises on shifting consumer behaviour

Herbal/traditional sleep aids attract urban consumers with low-risk solutions

COFEPRIS tightens oversight as digital platforms drive herbal sales

WHAT'S NEXT?

Adaptogen brands to expand beyond wellness specialists and capture new demand

Scientific validation of native botanicals and sustainable sourcing to drive product innovation

E-commerce and regulatory compliance to reshape consumer trust and brand positioning

COMPETITIVE LANDSCAPE

Mondelez México S de RL de CV strengthens lead

CHANNELS

Pharmacy chains expand reach by diversifying wellness offerings

Online platforms and social commerce drive rapid channel growth

PRODUCTS

TikTok Shop and Mercado Libre reshape access to herbal supplements

Commons expands adaptogen availability through national retail chains

ECONOMIC CONTEXT

Chart 1 Inflation 2021-2031

Chart 2 Real GDP Growth 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-mexico/report.