Euromonitor International

Yoghurt and Sour Milk Products in Mexico

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Yoghurt and Sour Milk Products in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Yoghurt drives value growth as plant-based alternatives gain ground in Mexico
Grupo Lala maintains its leadership in yoghurt while Yakult drives innovation through functional health claims
Retail e-commerce sales continue to rise in 2025, driven by main retailers

PROSPECTS AND OPPORTUNITIES

Yoghurt and sour milk products are expected to record growth despite regulatory challenges
Sugar reduction, high protein options and probiotics may increase notably across the forecast period
Marketing and innovation will be key to helping dairy brands stand out during rising health and environmental pressures

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Dairy Products and Alternatives in Mexico - Industry Overview

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DISCLAIMER

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