



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Mexico

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Kaneliux Challenges Established Leader to Win Price-Focused Shoppers

Chart 2 - Mini Troyanas: Expanding Consumption Occasions through Format

Mini Troyanas Reposition Everyday Snacking

Value-Led Innovation Narrows Margins and Heightens Rivalry

Chart 3 - Kaneliux: A Challenger Inspired by a Market Icon

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Multipack Strategies Reshape Pricing as Affordability Takes Centre Stage

Protein Bars and Fruit Snacks Attract Health-Focused Shoppers

Bakery Chains and Fresh Snacks Redefine Daily Snacking Routines

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Bimbo Reinforce Leadership through Distribution and Brand Strength

Chart 9 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Impulse Buying and Defend Share

Uber and Rappi Partnerships with Oxxo Redefine E-Commerce Sales

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Kaneliux Leverages Affordable Formats to Challenge Established Favourites

Mini Troyanas Expand Daily Routines with Versatile Snacking Occasions

Affordable Innovation Drives Rivalry and Reshapes Value Dynamics

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Discounter Expansion Intensifies Competition for Established Brands

Chart 20 - Affordable Lookalikes and the Changing Biscuit Market

Walmart'S Value-Driven Biscuits Lose Ground to Discounter Lookalikes

Panditas Stretches into Chocolate to Unlock New Consumption Occasions

Chart 21 - Expanding Consumption Occasions in Snacks

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Consumer Expenditure Bolsters the Growth of Snacks

Sweet Biscuits Retain Leadership as Value and Innovation Drive Demand

Rising Logistics Costs and Selective Indulgence Reshape Competitive Strategies

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Grupo Herdez Reinforce Leadership through Distribution

Chart 26 - Analyst Insight for Snacks

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Grocers Sustain Impulse Sales as Discounters Gain Share

Delivery Platforms and Retail Partnerships Narrow the E-Commerce Gap

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Discounters and Lookalike Brands Shift Consumer Loyalty

Panditas Leverages Consumer Insights to Expand Occasions

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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/sweet-biscuits-snack-bars-and-fruit-snacks-in-mexico/report.