



Sugar and Sweeteners in Mexico

January 2026

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2025 DEVELOPMENTS

Reduced-sugar trend deepens declines

INDUSTRY PERFORMANCE

Health awareness and local dynamics drive further contraction

Cost consciousness, climate concerns and channel shifts

WHAT'S NEXT?

Domestic demand to wane, with exports remaining a balancing lever

Sustainability and premium cues to grow in strategic weight, but remain niche in volume

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Stability supports fresh food demand as climate risk rises

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Stabilising economic conditions ensure moderate growth in 2025

Health trends, convenience and climate change impact industry progress

WHAT'S NEXT?

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Sustainability will become increasingly important to attract consumers

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