



Fruits in Mexico

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Kiwi-led gains support category growth despite climate volatility

INDUSTRY PERFORMANCE

Climate volatility reshapes fruit availability and consumer choices
Foodservice demand accelerates, driven by health, tourism and convenience

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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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