Euromonitor International

Snacks in Mexico

July 2026

Table of Contents

Snacks in Mexico

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Discounter Expansion Intensifies Competition for Established Brands

Chart 2 - 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 3 - Expanding Consumption Occasions in Snacks

Chart 4 - Value Sales 2021-2031

Chart 5 - 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 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Grupo Herdez Reinforce Leadership through Distribution

Chart 8 - Analyst Insight for Snacks

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Grocers Sustain Impulse Sales as Discounters Gain Share

Delivery Platforms and Retail Partnerships Narrow the E-Commerce Gap

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Discounters and Lookalike Brands Shift Consumer Loyalty

Panditas Leverages Consumer Insights to Expand Occasions

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Companies Leverage Value Packs to Meet Changing Shopper Needs
Chart 19 - Expanding Formats Drive Accessibility and Variety
Tablets Maintain Leadership Due to Broad Accessibility
Chart 20 - Sporting Events as Catalysts for Limited-Edition Launches
Brands Harness Sporting Events to Drive Limited Editions
Chart 21 - Value Sales 2021-2031
Chart 22 - Volume Sales 2021-2031
Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

New Entrants and Premium Brands Intensify Competition and Drive Innovation
Premiumisation, Health Focus and Pricing Strategies Reshape Product Portfolios
Chart 24 - Forecast Value Sales 2021-2031
Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Hershey and Mondelez Gain Momentum as Innovation Narrows the Gap
Chart 26 - Analyst Insight for Chocolate Confectionery
Chart 27 - Company Shares 2026
Chart 28 - Brand Shares 2026

CHANNELS

Small Grocery Retailers Drive Impulse Buying
Convenience Stores and E-Commerce Platforms Perform Well
Chart 29 - Retail Channels 2021-2026

PRODUCTS

Nestlé and Mars Expand Value Packs to Remain Budget-Friendly
Kit Kat and Snickers Capture Demand with Limited-Edition Launches
Hershey and Mondelez Gain Share by Innovating Formats and Flavours

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery
Chart 31 - Real Gdp Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery
Chart 34 - Population 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Gum

INDUSTRY PERFORMANCE

Mood-Driven Campaigns Sustain Brand Relevance

Chewing Gum Retains Leadership as Bubble Gum Stabilises

Chart 37 - Bubbaloo and Mood Driven Creativity

Bubbaloo Drives Emotional Engagement to Counter Volume Decline

Chart 38 - Value Sales 2021-2031

Chart 39 - Volume Sales 2021-2031

Chart 40 - Value Sales by Category 2026

WHAT'S NEXT?

Major Players Accelerate Youth Innovation as Smaller Brands Exit

Chewing Gum Maintains Volume Lead, While Bubble Gum Outpaces in Growth

Players Shift to Flavour Innovation and Digital Engagement to Stay Relevant

Chart 41 - Forecast Value Sales 2021-2031

Chart 42 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Expands Distribution and Secures Unrivalled Dominance

Chart 43 - Analyst Insight for Gum

Chart 44 - Company Shares 2026

Chart 45 - Brand Shares 2026

CHANNELS

Oxxo and Small Grocers Sustain Impulse Sales through Convenience

Uber and Rappi Partnerships Expand Digital Impulse Occasions

Chart 46 - Retail Channels 2021-2026

PRODUCTS

Bubbaloo Harnesses Mood-Based Marketing to Drive Relevance

Mondelez Amplifies Brand Leadership through Digital Engagement

ECONOMIC CONTEXT

Chart 47 - Economic Context for Gum

Chart 48 - Real Gdp Growth 2021-2031

Chart 49 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 50 - Consumer Context for Gum

Chart 51 - Population 2021-2031

Chart 52 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Brands Innovate with Spicy Flavours to Attract Younger Consumers

Gummies and Jellies Sustain Lead as Spicy Launches Drive Excitement

Chart 54 - Lucas Launches New Spicy Mango Gummies

Chewy Candies Poised for Growth

Chart 55 - Value Sales 2021-2031

Chart 56 - Volume Sales 2021-2031

Chart 57 - Value Sales by Category 2026

WHAT'S NEXT?

Players Invest in Reformulation and Sensory Innovation

Gummies and Jellies Sustain Leadership as Innovation Drives Volume Gains

Brand Leaders Respond to Health Focus and Regulation with New Product Strategies

Chart 58 - Forecast Value Sales 2021-2031

Chart 59 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Pricing Opens Space for Value-Focused Rivals

Chart 60 - Analyst Insight for Sugar Confectionery

Chart 61 - Company Shares 2026

Chart 62 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Impulse Sales through Proximity

Uber, Rappi and Oxxo Partnerships Fuel Digital Impulse Potential

Chart 63 - Retail Channels 2021-2026

PRODUCTS

Lucas, Skwinkles and Pelón Pelo Rico Accelerate Spicy Innovation

Mondelez Pricing Strategy Enables Rivals to Capture Value-Focused Consumers

ECONOMIC CONTEXT

Chart 64 - Economic Context for Sugar Confectionery

Chart 65 - Real Gdp Growth 2021-2031

Chart 66 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 67 - Consumer Context for Sugar Confectionery

Chart 68 - Population 2021-2031

Chart 69 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Ice Cream in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Brands Use Tactical Promotions to Defend Volume and Value
Chart 71 - Brands Boost Sales through Discounts
Impulse Offerings and Multipacks Drive Volume as Brands Compete on Price
Chart 72 - Spicy Innovation Meets Approval from Youthful Tastebuds
Flamin' Hot Mango Launches Spark Flavour Experimentation
Chart 73 - Value Sales 2021-2031
Chart 74 - Volume Sales 2021-2031
Chart 75 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Boost Refrigerated Space to Increase Impulse Purchases
Impulse Offerings Retain Volume Lead as New Players Fuel Innovation
Event-Driven Consumption and Regulatory Shifts Alter Brand Strategies
Chart 76 - Forecast Value Sales 2021-2031
Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum and Helados Holanda Leverage Brand Strength and Reach to Sustain Dominance
Chart 78 - Analyst Insight for Ice Cream
Santa Clara Expands Distribution and Flavour Range to Boost Growth
Chart 79 - Company Shares 2026
Chart 80 - Brand Shares 2026

CHANNELS

Small Local Grocers Continue to Lead Sales
Convenience Retailers Shine, While Logistical Barriers Restrict E-Commerce
Chart 81 - Retail Channels 2021-2026

PRODUCTS

Santa Clara and Häagen-Dazs Engage Consumers through Classic and Creative Flavours
Helados Holanda and Magnum Drive Growth through Pricing and Reach

ECONOMIC CONTEXT

Chart 82 - Economic Context for Ice Cream
Chart 83 - Real Gdp Growth 2021-2031
Chart 84 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 85 - Consumer Context for Ice Cream
Chart 86 - Population 2021-2031
Chart 87 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Brands Leverage Format Diversity to Capture Cautious Shoppers
Salty Snacks Innovate through Accessible and Sharing Packs
Chart 89 - Accessible Formats Drive Everyday Consumption
Brands Harness Local Flavour Rituals to Fuel Innovation and Engagement
Chart 90 - Ruffles Pique Interest with Black Salsa Chips
Chart 91 - Value Sales 2021-2031
Chart 92 - Volume Sales 2021-2031
Chart 93 - Value Sales by Category 2026

WHAT'S NEXT?

Meat Snacks and Nuts Outpace Chips as Consumers Seek Added Value
Manufacturers Pivot to Functional and Premium to Manage Cost Pressures
Health-Driven Innovation and Regulation Accelerate Product Reformulation
Chart 94 - Forecast Value Sales 2021-2031
Chart 95 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Sabritas Reinforces Dominance as Meat Snacks Gain Ground
Chart 96 - Analyst Insight for Savoury Snacks
Chart 97 - Company Shares 2026
Chart 98 - Brand Shares 2026

CHANNELS

Small Local Grocers Drive Impulse Buying and Brand Visibility
Convenience Retailers Expand Reach through Delivery Partnerships and Product Range
Oxxo and Delivery Apps Help Unlock E-Commerce's Potential
Chart 99 - Retail Channels 2021-2026

PRODUCTS

Sabritas Broadens Formats to Sustain Value-Driven Demand
Sabritas Accelerates Flavour Innovation by Embedding Local Rituals
Paketaxo and Mixed Packs Boost Value through Variety and Brand Equity

ECONOMIC CONTEXT

Chart 100 - Economic Context for Savoury Snacks
Chart 101 - Real Gdp Growth 2021-2031
Chart 102 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 103 - Consumer Context for Savoury Snacks
Chart 104 - Population 2021-2031
Chart 105 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in Mexico

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Kaneliux Challenges Established Leader to Win Price-Focused Shoppers
Chart 107 - Mini Troyanas: Expanding Consumption Occasions through Format
Mini Troyanas Reposition Everyday Snacking
Value-Led Innovation Narrows Margins and Heightens Rivalry
Chart 108 - Kaneliux: A Challenger Inspired by a Market Icon
Chart 109 - Value Sales 2021-2031
Chart 110 - Volume Sales 2021-2031
Chart 111 - 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 112 - Forecast Value Sales 2021-2031
Chart 113 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Bimbo Reinforce Leadership through Distribution and Brand Strength
Chart 114 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 115 - Company Shares 2026
Chart 116 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Impulse Buying and Defend Share
Uber and Rappi Partnerships with Oxxo Redefine E-Commerce Sales
Chart 117 - 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 118 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 119 - Real Gdp Growth 2021-2031
Chart 120 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 121 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 122 - Population 2021-2031
Chart 123 - 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/snacks-in-mexico/report.