

Processed Meat, Seafood and Alternatives To Meat in Mexico

November 2023

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Processed Meat, Seafood and Alternatives To Meat in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price stabilisation favours consumption of processed meat, seafood and alternatives to meat in 2023

Performance of shelf stable seafood demand depends on supply

In a fragmented and competitive category, Sigma Alimentos leads sales

PROSPECTS AND OPPORTUNITIES

Growing awareness of meat and seafood substitutes in Mexico

Shelf stable meat consumption will remain low due to unhealthy perception

New law that regulates the use of trans fats likely to impact frozen processed meat

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