



Euromonitor
International

Meals and Soups in Mexico

November 2025

Table of Contents

Meals and Soups in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable and convenient products appeal

INDUSTRY PERFORMANCE

Meals and soups reports slightly stronger growth over 2025

Desire for healthier and lighter meals supports prepared salads

WHAT NEXT?

Convenience of meals and soups will remain overarching benefit for Mexican consumers

Health and wellness to shape innovation pipeline

Sustainability and convenience are key priorities for consumers and manufacturers

COMPETITIVE LANDSCAPE

Sigma Alimentos SA de CV holds its leading position

CHANNELS

Hypermarkets and convenience stores are key channel for meals and soups

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Mexico - Industry Overview

EXECUTIVE SUMMARY

High prices hit household budgets and encourage consumers to seek value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity remains high due to cautious spending behaviour

Healthier living and dietary preferences shape category performance

WHAT'S NEXT?

Healthy outlook for cooking ingredients and meals

Private label has scope to develop and gain share

Sustainable strategies will come to the fore

COMPETITIVE LANDSCAPE

Conservas La Costeña SA de CV enjoys healthy growth
Private label is expanding its role in cooking ingredients and meals
Olive oil brands are gaining traction from low base

CHANNELS

Consumers favour channels delivering discounts and promotions
Retail e-commerce makes inroads from low base

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/meals-and-soups-in-mexico/report.