

Mexico Food and Drink Report Q1 2016

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Abstracts

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BMI View: Mexico remains our favourite consumer market in Latin America, despite headwinds to consumer spending in late 2015 and early 2016. Improving consumer confidence and favourable demographic dynamics will fuel the development of the food and drink sector. The expansion of the uppermiddle class will drive sales of branded and premium items, while there are also opportunities in grocery retail to penetrate suburban and rural areas. On the other hand, sugary drinks sales will continue to be affected by the tax on unhealthy food and drinks products.

Headline Industry Data (local currency)

2015 food consumption = +3.1%; compound annual growth rate (CAGR)
forecast 2014 to 2019 = +4.1%

2015 alcoholic drink sales = +3.6%; CAGR forecast 2014 to 2019 = +7.7%

2015 soft drink sales = +4.4%; CAGR forecast 2014 to 2019 = +5.4%

2015 mass grocery retail sales = +5.6%; CAGR forecast 2014 to 2019 = +6.8%

Contents

BMI Industry View

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Food

Table: Food Consumption Indicators - Historical Data & Forecasts (Mexico 2012-2019)

Confectionery

Table: Confectionery Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2012-2019)

Prepared/Canned Food

Meat

Table: Meat Volume Sales, Production & Trade - Historical Data & Forecast (Mexico 2014-2019)

Fish

Oils And Fats

Pasta

Table: Pasta Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2014-2019)

Dairy

Table: Dairy Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2014-2019)

Baked Products

Table: Sweet Biscuits Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2014-2019)

Table: Jams & Jellies Volume Sales, Production & Trade - Historical Data & Forecast (Mexico 2014-2019)

Drink

Table: Hot Drink Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2014-2019)

Table: Alcoholic Drinks Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Mexico 2014-2019)

Table: Soft Drinks Sales, Production & Trade (Mexico 2014-2019)

Mass Grocery Retail

Table: Mass Grocery Retail Sales By Format - Historical Data & Forecasts (Mexico 2014-2019)

Macroeconomic Forecast

Economic Analysis

Industry Risk Reward Index

Latin America - Risk/Reward Index

Table: Latin America Food & Drink Risk/Reward Index Q116

Table: Latin America Food & Drink Risk/Reward Sub-Factor Index Q116 (scores out of 10)

Mexico - Risk/Reward Index

Market Overview

Food

Food Processing

Confectionery

Prepared/Canned Food

Dairy

Meat

Seafood

Drink

Hot Drinks

Alcoholic Drinks

Soft Drinks And Bottled Water

Mass Grocery Retail

Table: Mass Grocery Retail Sales By Format (Mexico 2006-2015)

Table: Mass Grocery Retail Sales By Format (Mexico 2006-2015)

Competitive Landscape

Table: Key Players In Mexico's Food Sector

Table: Key Players In Mexico's Drink Sector

Table: Key Players In Mexico's Mass Grocery Retail Sector

Company Profile

Industrias Bachoco

Grupo Herdez

Gruma

Grupo Bimbo

Grupo Modelo

Arca Continental

FEMSA

Walmart De Mexico

Soriana

Global Industry Overview

Table: Selected Markets - Selected Industry and Macroeconomic Indicators - Historical and Forecast

Table: Australia, Uk And Usa Estimated Herfindahl-Hirschman Index Scores - Food Retail Industry

Table: UAE Food Retail Sales By Format - Historical & Forecast

Table: Food and Drink Core Views - Q315 Roundup

Demographic Forecast

Demographic Outlook

Table: Population Headline Indicators (Mexico 1990-2025)

Table: Key Population Ratios (Mexico 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Mexico 1990-2025)

Table: Population By Age Group (Mexico 1990-2025)

Table: Population By Age Group % (Mexico 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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