

# Chilled Processed Food in Mexico

<https://marketpublishers.com/r/C3D54F8B00FEN.html>

Date: November 2014

Pages: 73

Price: US\$ 990.00 (Single User License)

ID: C3D54F8B00FEN

## Abstracts

At a time when the economy is weak and there are lower levels of disposable income, many Mexican consumers are choosing to save money by sacrificing convenience. One way they are doing this is by limiting their purchases of food at restaurants or street stalls when they are on the go, and instead preparing sandwiches (tortas), hot dogs or other meals themselves. For this reason, the Mexican chilled processed food category has remained resilient in the face of the weak economic growth seen in...

Euromonitor International's Chilled Processed Food in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Chilled Fish/Seafood, Chilled Lunch Kits, Chilled Noodles, Chilled Pizza, Chilled Processed Meat, Chilled Ready Meals, Chilled Soup, Chilled/Fresh Pasta, Fresh Cut Fruits, Prepared Salads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Chilled Processed Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Packaged Food Affected by Slow Economic Growth and Increasing Prices

Government Launches Tax on High Calorie Foods and Beverages

Competitive Environment Is Highly Fragmented With Domestic Companies in the Lead

Traditional Grocery Retailers Losing Value Share the Convenience Stores

Growth Is Set To Accelerate As Consumers Acclimatise To New Economic Reality

### Key Trends and Developments

New Tax Package Designed To Combat Rising Obesity Impacts Packaged Food Growth

Spicy and Extremely Hot Flavours Are Very Popular Among Young Consumers

Convenience Remains A Strong Benefit With the Power To Influence Consumers

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