

Fortified/Functional Packaged Food in Mexico

<https://marketpublishers.com/r/FAD840FB278EN.html>

Date: January 2022

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: FAD840FB278EN

Abstracts

In 2021, the offer of fortified/functional products increased as consumers were actively looking for products that might improve the functioning of their immune systems and strengthen their bodies in the context of the ongoing COVID-19 crisis. This encouraged new product developments that delivered extra protein, vitamins and minerals, and improved digestive function.

Euromonitor International's Fortified/Functional Packaged Food in Mexico report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged 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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