

# HW Dairy Products and Alternatives in Mexico

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## Abstracts

2022 saw numerous leading dairy companies launch new products focusing on specific product claims related to health and wellness, most of which address specific nutrition concerns. Protein content is particularly prominent among the health and wellness claims that gained relevance towards the end of the review period. This focus on protein can be seen as the result of dairy companies seeking new ways to deliver added value and should also be seen as the response of these companies to the increas...

Euromonitor International's HW Dairy Products and Alternatives 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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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Euromonitor International

January 2024

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HEALTH AND WELLNESS IN MEXICO

EXECUTIVE SUMMARY

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