

# **Packaged Food in Mexico**

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#### **Abstracts**

The COVID-19 outbreak in Mexico saw the government implementing a lockdown in the country from 31 March, when the population was encouraged to stay at home. All non-essential stores were closed, leaving grocery stores and pharmacies open. Only those who worked essential jobs were permitted to work, while school children also learnt from home. Foodservice outlets across the country closed, with takeaway and delivery services available from those outlets which could provide it.

Euromonitor International's Packaged 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 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

### Why buy this report?

Get a detailed picture of the 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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COVID-19 country impact

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What next for packaged food?

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Sales to Foodservice

COVID-19 restrictions negatively impact sales of packaged food, as foodservice players place minimal orders

Self-employed workers drive sales, by creating home-cooked products and delivering it to consumers

Smaller players leave the landscape due to COVID-19, reducing sales of packaged goods to foodservice

Consumer Foodservice

The lockdown from March 2020 forces foodservice outlets to close, as home cooking increases

Food couriers see a sharp rise in sales, as consumers appreciate having contactless foodservice deliveries

Foodservice suffers from a lack of tourists, with consumer foodservice traditionally relying on this revenue stream

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