

Savoury Snacks in Mexico

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Abstracts

In 2023, companies in savoury snacks have focused their product development efforts on flavours and variety. Spicy flavours are especially trendy, with companies launching new versions of already positioned brands, but with a touch of spice. This is the case of Sabritas (Pepsico), which launched a whole line of Flamin' Hot products, including the brands Sabritas, Cheetos, Doritos, Crujitos, and Kacang. This campaign came as a response to the great success of its competitor Barcel (Grupo Bimbo),...

Euromonitor International's Savoury Snacks in Mexico report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

Get a detailed picture of the Savoury Snacks 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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