

Sustainability in Mexico

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Abstracts

Recycling and reducing plastic and water use is well-established in Mexico, with 40% of consumers being Zero Wasters, half of whom are willing to pay more for sustainable food, beverages and apparel. As such, implementing the recycled claims would be welcomed by locals, with over 60% aiming to impact the planet positively. There is a solid opportunity to implement the Vegan and Vegetarian claim, resonating with 35% of consumers who identify as Meat Avoiders. Soft Drinks is the largest industry,...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

Get a detailed picture of the Sustainability 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.

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