

Mexico Dried Fruits and Nuts Market Size, Share, Trends and Forecast by Type, Category, Application, and Region, 2026-2034

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Abstracts

The Mexico dried fruits and nuts market size was valued at USD 1,018.88 Million in 2025 and is projected to reach USD 1,791.36 Million by 2034, growing at a compound annual growth rate of 6.47% from 2026-2034. The market is driven by the increased demand for healthy snacking, as customers look for increasing amounts of nutritious and convenient food. The growth of the e-commerce segment has also eased access to varieties of dried fruits and nuts, thus propelling the market expansion. Increased health consciousness and the growing popularity of plant-based diets and clean-label products are also augmenting the Mexico dried fruits and nuts market share.

Mexico Dried Fruits and Nuts Market Trends:

Rising Demand for Health-Conscious Snacking Options

The Mexican consumers are becoming more health-conscious and are seeking healthier snack alternatives, which is positively impacting the market. There is a growing preference for nuts and dried fruits due to their nutritional benefits as people become more aware of the advantages of eating foods that are rich in nutrients, such as healthy fats, fiber, and antioxidants. Moreover, the shift towards plant-based diets and health-conscious living is also fueling market growth. Dried fruits and nuts, which are frequently promoted as being packed with necessary vitamins and minerals, meet the demands of consumers looking for healthier alternatives. As this trend gains momentum, numerous brands in Mexico have started introducing organic, non-GMO, and low-sugar variants to entice health-conscious consumers. A recent industry study indicates that about 37.1% of Mexican adults are obese, with disproportionately affected women as opposed to men. The study indicates the rising public health issue and highlights the need for

healthier food choices to tackle rising obesity levels. The market for functional foods, including dried fruits and nuts, directly correlates with this public health issue. As consumers become more aware of the role of nutrition in preventing and managing obesity, there is a growing interest in healthier options. These products fit into shifting habits and the emerging desire for functional foods that promote long-term health and disease prevention.

Growth of E-commerce and Online Retail Channels

The expansion of e-commerce is supporting the Mexico dried fruits and nuts market growth, as more consumers are turning to online platforms to purchase these products. This shift is notably seen in the urban sector, where lifestyles are hectic and, therefore, online shopping becomes a desirable option as it saves time. Industry reports indicate that the number of people working in Mexico in the third quarter of 2024 was 59.5 million people. This expanding labor force, particularly in metropolitan areas, has progressively embraced online purchasing behavior due to efficiency and convenience. Further, e-commerce provides customers access to a diverse range of brands, types of products, and prices that are not easily found in local outlets. In addition, the ability to shop from home is accelerating the adoption of premium and specialty dried fruits and nuts, such as organic or exotic varieties, which are often more accessible through e-commerce channels. Digitalization is also generating more brand exposure and marketing prospects that allow businesses to reach niche consumer groups through targeted campaigns. The growth of e-commerce is also anticipated to keep driving the market, offering customers more choices on how to buy and stimulating competition between vendors to improve their presence online.

Mexico Dried Fruits and Nuts Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on type, category, and application.

Type Insights:

Dried Fruits

Dried Apricots

Dried Berries

Others

The report has provided a detailed breakup and analysis of the market based on the type. This includes dried fruits, dried apricots, dried berries, and others.

Category Insights:

Organic

Conventional

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes organic and conventional.

Application Insights:

Bakery

Dairy

Snacks

Confectionery

Cereals

The report has provided a detailed breakup and analysis of the market based on the application. This includes bakery, dairy, snacks, confectionery, and cereals.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report:

How has the Mexico dried fruits and nuts market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico dried fruits and nuts market on the basis of type?

What is the breakup of the Mexico dried fruits and nuts market on the basis of category?

What is the breakup of the Mexico dried fruits and nuts market on the basis of application?

What is the breakup of the Mexico dried fruits and nuts market on the basis of region?

What are the various stages in the value chain of the Mexico dried fruits and nuts market?

What are the key driving factors and challenges in the Mexico dried fruits and nuts market?

What is the structure of the Mexico dried fruits and nuts market and who are the key players?

What is the degree of competition in the Mexico dried fruits and nuts market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO DRIED FRUITS AND NUTS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO DRIED FRUITS AND NUTS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO DRIED FRUITS AND NUTS MARKET - BREAKUP BY TYPE

- 6.1 Dried Fruits
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Dried Apricots
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Dried Berries

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Others

6.4.1 Historical and Current Market Trends (2020-2025)

6.4.2 Market Forecast (2026-2034)

7 MEXICO DRIED FRUITS AND NUTS MARKET - BREAKUP BY CATEGORY

7.1 Organic

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Conventional

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 MEXICO DRIED FRUITS AND NUTS MARKET - BREAKUP BY APPLICATION

8.1 Bakery

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Dairy

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Snacks

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Confectionery

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Cereals

8.5.1 Overview

8.5.2 Historical and Current Market Trends (2020-2025)

8.5.3 Market Forecast (2026-2034)

9 MEXICO DRIED FRUITS AND NUTS MARKET – BREAKUP BY REGION

9.1 Northern Mexico

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Type

9.1.4 Market Breakup by Category

9.1.5 Market Breakup by Application

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Central Mexico

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Type

9.2.4 Market Breakup by Category

9.2.5 Market Breakup by Application

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Southern Mexico

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Type

9.3.4 Market Breakup by Category

9.3.5 Market Breakup by Application

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Others

9.4.1 Historical and Current Market Trends (2020-2025)

9.4.2 Market Forecast (2026-2034)

10 MEXICO DRIED FRUITS AND NUTS MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Products Offered
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events
- 11.2 Company B
 - 11.2.1 Business Overview
 - 11.2.2 Products Offered
 - 11.2.3 Business Strategies
 - 11.2.4 SWOT Analysis
 - 11.2.5 Major News and Events
- 11.3 Company C
 - 11.3.1 Business Overview
 - 11.3.2 Products Offered
 - 11.3.3 Business Strategies
 - 11.3.4 SWOT Analysis
 - 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Products Offered
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Products Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 MEXICO DRIED FRUITS AND NUTS MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

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