

# **Mexico Health and Wellness Market Report by Product Type (Functional Foods and Beverages, Beauty and Personal Care Products, Preventive and Personalized Medicinal Products, and Others), Functionality (Nutrition and Weight Management, Heart and Gut Health, Immunity, Bone Health, Skin Health, and Others), and Region 2026-2034**

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## **Abstracts**

Mexico health and wellness market size reached USD 54.7 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 81.6 Billion by 2034, exhibiting a growth rate (CAGR) of 4.53% during 2026-2034. The increasing awareness among the masses about the impact of lifestyle choices on their overall well-being, changing dietary preferences, and the growing focus on preventive health measures represent some of the key factors driving the market.

Health and wellness encompass the physical, mental, and social well-being of an individual, transcending the mere absence of disease. It involves maintaining a balanced diet that is rich in nutrients, engaging in regular physical activity, and ensuring adequate rest and sleep. It emphasizes the proactive maintenance and improvement of health, advocating for a balanced lifestyle that integrates physical activity, nutrition, mental health, and preventive care. It encapsulates the journey of people towards a state of complete harmony of the body, mind, and spirit. It allows for effective stress management, emotional regulation, and the ability to cope with the challenges of life. It contributes to long-term happiness and life satisfaction and leads to a more positive self-image and a greater sense of self-worth. It reduces the risk of chronic diseases, such as heart disease, diabetes, and certain types of cancer.

## MEXICO HEALTH AND WELLNESS MARKET TRENDS:

The increasing awareness among the masses about the impact of lifestyle choices on their overall well-being represents one of the primary factors driving the need for health-conscious products and services in Mexico. Additionally, the rising consumption of fast food is leading to several physical and emotional health problems. As a result, there is an increase in the number of Mexican people that are gradually embracing healthier eating habits, including the consumption of organic foods, plant-based diets, and products with reduced sugar and artificial additives. Along with this, the rising prevalence of obesity and chronic diseases, such as diabetes and cardiovascular conditions, is strengthening the growth of the market. Apart from this, the growing focus on preventive health measures is catalyzing the demand for weight management programs, fitness activities, and healthier food options. Furthermore, governing authorities of Mexico are implementing various initiatives to combat health issues like obesity and diabetes. They are introducing nutrition labeling requirements to promote healthier choices. Moreover, the increasing number of gyms, fitness studios, and wellness centers is facilitating the market growth. Additionally, the rising adoption of digital health technologies and wearable devices is influencing the market positively in the country. These tools enable individuals to monitor their health, track fitness goals, and access health-related information easily. Besides this, the proliferation of the e-commerce industry and the increasing reliance on online shopping is driving the market. E-commerce platforms and online health marketplaces are allowing people to access a wide range of products, supplements, and wellness services from the comfort of their homes. Moreover, the increasing access to health insurance and the growing emphasis on preventive care are encouraging individuals to take proactive measures to maintain their health. This includes regular check-ups, health screenings, and preventive health packages.

## MEXICO HEALTH AND WELLNESS MARKET SEGMENTATION:

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

### Product Type Insights:

Functional Foods and Beverages

Beauty and Personal Care Products

Preventive and Personalized Medicinal Products

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes functional foods and beverages, beauty and personal care products, preventive and personalized medicinal products, and others.

Functionality Insights:

Nutrition and Weight Management

Heart and Gut Health

Immunity

Bone Health

Skin Health

Others

A detailed breakup and analysis of the market based on the functionality have also been provided in the report. This includes nutrition and weight management, heart and gut health, immunity, bone health, skin health, and others.

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 in the market. 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 health and wellness market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Mexico health and wellness market?

What is the breakup of the Mexico health and wellness market on the basis of product type?

What is the breakup of the Mexico health and wellness market on the basis of functionality?

What are the various stages in the value chain of the Mexico health and wellness market?

What are the key driving factors and challenges in the Mexico health and wellness?

What is the structure of the Mexico health and wellness market and who are the key players?

What is the degree of competition in the Mexico health and wellness 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 HEALTH AND WELLNESS MARKET - INTRODUCTION**

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

### **5 MEXICO HEALTH AND WELLNESS MARKET LANDSCAPE**

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

### **6 MEXICO HEALTH AND WELLNESS MARKET - BREAKUP BY PRODUCT TYPE**

- 6.1 Functional Foods and Beverages
  - 6.1.1 Overview
  - 6.1.2 Historical and Current Market Trends (2020-2025)
  - 6.1.3 Market Forecast (?2026-2034)
- 6.2 Beauty and Personal Care Products
  - 6.2.1 Overview
  - 6.2.2 Historical and Current Market Trends (2020-2025)

#### 6.2.3 Market Forecast (?2026-2034)

### 6.3 Preventive and Personalized Medicinal Products

#### 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 HEALTH AND WELLNESS MARKET - BREAKUP BY FUNCTIONALITY**

### 7.1 Nutrition and Weight Management

#### 7.1.1 Overview

#### 7.1.2 Historical and Current Market Trends (2020-2025)

#### 7.1.3 Market Forecast (?2026-2034)

### 7.2 Heart and Gut Health

#### 7.2.1 Overview

#### 7.2.2 Historical and Current Market Trends (2020-2025)

#### 7.2.3 Market Forecast (?2026-2034)

### 7.3 Immunity

#### 7.3.1 Overview

#### 7.3.2 Historical and Current Market Trends (2020-2025)

#### 7.3.3 Market Forecast (?2026-2034)

### 7.4 Bone Health

#### 7.4.1 Overview

#### 7.4.2 Historical and Current Market Trends (2020-2025)

#### 7.4.3 Market Forecast (?2026-2034)

### 7.5 Skin Health

#### 7.5.1 Overview

#### 7.5.2 Historical and Current Market Trends (2020-2025)

#### 7.5.3 Market Forecast (?2026-2034)

### 7.6 Others

#### 7.6.1 Historical and Current Market Trends (2020-2025)

#### 7.6.2 Market Forecast (?2026-2034)

## **8 MEXICO HEALTH AND WELLNESS MARKET – BREAKUP BY REGION**

### 8.1 Northern Mexico

#### 8.1.1 Overview

- 8.1.2 Historical and Current Market Trends (2020-2025)
- 8.1.3 Market Breakup by Product Type
- 8.1.4 Market Breakup by Functionality
- 8.1.5 Key Players
- 8.1.6 Market Forecast (?2026-2034)
- 8.2 Central Mexico
  - 8.2.1 Overview
  - 8.2.2 Historical and Current Market Trends (2020-2025)
  - 8.2.3 Market Breakup by Product Type
  - 8.2.4 Market Breakup by Functionality
  - 8.2.5 Key Players
  - 8.2.6 Market Forecast (?2026-2034)
- 8.3 Southern Mexico
  - 8.3.1 Overview
  - 8.3.2 Historical and Current Market Trends (2020-2025)
  - 8.3.3 Market Breakup by Product Type
  - 8.3.4 Market Breakup by Functionality
  - 8.3.5 Key Players
  - 8.3.6 Market Forecast (?2026-2034)
- 8.4 Others
  - 8.4.1 Historical and Current Market Trends (2020-2025)
  - 8.4.2 Market Forecast (?2026-2034)

## **9 MEXICO HEALTH AND WELLNESS MARKET – COMPETITIVE LANDSCAPE**

- 9.1 Overview
- 9.2 Market Structure
- 9.3 Market Player Positioning
- 9.4 Top Winning Strategies
- 9.5 Competitive Dashboard
- 9.6 Company Evaluation Quadrant

## **10 PROFILES OF KEY PLAYERS**

- 10.1 Company A
  - 10.1.1 Business Overview
  - 10.1.2 Product Portfolio
  - 10.1.3 Business Strategies
  - 10.1.4 SWOT Analysis

- 10.1.5 Major News and Events
- 10.2 Company B
  - 10.2.1 Business Overview
  - 10.2.2 Product Portfolio
  - 10.2.3 Business Strategies
  - 10.2.4 SWOT Analysis
  - 10.2.5 Major News and Events
- 10.3 Company C
  - 10.3.1 Business Overview
  - 10.3.2 Product Portfolio
  - 10.3.3 Business Strategies
  - 10.3.4 SWOT Analysis
  - 10.3.5 Major News and Events
- 10.4 Company D
  - 10.4.1 Business Overview
  - 10.4.2 Product Portfolio
  - 10.4.3 Business Strategies
  - 10.4.4 SWOT Analysis
  - 10.4.5 Major News and Events
- 10.5 Company E
  - 10.5.1 Business Overview
  - 10.5.2 Product Portfolio
  - 10.5.3 Business Strategies
  - 10.5.4 SWOT Analysis
  - 10.5.5 Major News and Events

## **11 MEXICO HEALTH AND WELLNESS MARKET - INDUSTRY ANALYSIS**

- 11.1 Drivers, Restraints, and Opportunities
  - 11.1.1 Overview
  - 11.1.2 Drivers
  - 11.1.3 Restraints
  - 11.1.4 Opportunities
- 11.2 Porters Five Forces Analysis
  - 11.2.1 Overview
  - 11.2.2 Bargaining Power of Buyers
  - 11.2.3 Bargaining Power of Suppliers
  - 11.2.4 Degree of Competition
  - 11.2.5 Threat of New Entrants



11.2.6 Threat of Substitutes  
11.3 Value Chain Analysis

## **12 APPENDIX**

## I would like to order

Product name: Mexico Health and Wellness Market Report by Product Type (Functional Foods and Beverages, Beauty and Personal Care Products, Preventive and Personalized Medicinal Products, and Others), Functionality (Nutrition and Weight Management, Heart and Gut Health, Immunity, Bone Health, Skin Health, and Others), and Region 2026-2034

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