

Mexico Peanut Butter Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, and Region, 2026-2034

<https://marketpublishers.com/r/M368D4E5442FEN.html>

Date: June 2026

Pages: 121

Price: US\$ 2,999.00 (Single User License)

ID: M368D4E5442FEN

Abstracts

The Mexico peanut butter market size reached USD 64.8 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 102.7 Million by 2034 , exhibiting a growth rate (CAGR) of 4.99% during 2026-2034 . The market share is expanding, driven by the rising demand for nutritious and easy-to-consume meal options owing to busy lifestyles, along with the increasing domestic production of peanuts, guaranteeing a reliable and economical supply of raw materials for producers.

MEXICO PEANUT BUTTER MARKET TRENDS:

Increasing need for convenient food items

The rising demand for convenient and ready-to-eat (RTE) food products is offering a favorable Mexico peanut butter market outlook. With the growing working population, people have less time to prepare elaborate meals, making peanut butter a preferred choice due to its versatility and long shelf life. According to industry reports, the number of employed individuals in Mexico was recorded at 59,487,546.000 persons in December 2024. Peanut butter can be used as a spread for breakfast, a quick snack, or in smoothies and desserts for individuals with busy schedules. It is rich in protein, healthy fats, and other nutrients that consumers seek, leading to its rising adoption as a go-to food item, especially among athletes and individuals managing balanced diets. The availability of different varieties, including organic, sugar-free, and flavored peanut butter, is attracting a wider consumer base with diverse preferences. The expansion of supermarkets, convenience stores, and e-commerce channels is enhancing the ease of access to peanut butter, making it appealing to a more widespread audience. Food manufacturers are also innovating packaging and portion sizes to entice on-the-go

consumers. The growing awareness among the masses about plant-based protein sources is further driving the demand for peanut butter, especially among vegetarians and wellness-oriented individuals. As people continue to prioritize convenience without compromising on nutrition, the market in Mexico is expected to witness sustained growth.

Growing domestic peanut production

The rising domestic peanut production is fueling the Mexico peanut butter market growth. With increased local cultivation, peanut processors can reduce dependency on imports, leading to lower production costs and more competitive pricing for people. According to the US Department of Agriculture, in 2024, the domestic production of peanuts in Mexico reached 85000 Tons. High peanut yield also allows manufacturers to maintain consistent quality, as locally grown peanuts can be sourced fresh and processed efficiently. Farmers are benefiting from government initiatives and improved agricultural techniques, leading to refined outputs and better-quality peanuts, which further support the industry. The availability of fresh peanuts encourages food manufacturers to innovate with new flavors, organic options, and healthier variations to cater to diverse consumer preferences. Additionally, higher domestic production strengthens supply chains and reduces potential disruptions. Local sourcing also aligns with the rising preference for homegrown and sustainably produced food items.

MEXICO PEANUT BUTTER MARKET SEGMENTATION:

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

Product Type Insights:

Smooth Peanut Butter

Crunchy Peanut Butter

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes smooth peanut butter, crunchy peanut butter, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, online stores, 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. 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

Mexico Peanut Butter Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, and Region...

How has the Mexico peanut butter market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico peanut butter market on the basis of product type?

What is the breakup of the Mexico peanut butter market on the basis of distribution channel?

What is the breakup of the Mexico peanut butter market on the basis of region?

What are the various stages in the value chain of the Mexico peanut butter market?

What are the key driving factors and challenges in the Mexico peanut butter?

What is the structure of the Mexico peanut butter market and who are the key players?

What is the degree of competition in the Mexico peanut butter 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 PEANUT BUTTER MARKET - INTRODUCTION

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

5 MEXICO PEANUT BUTTER MARKET LANDSCAPE

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

6 MEXICO PEANUT BUTTER MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Smooth Peanut Butter
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Crunchy Peanut Butter
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Others

6.3.1 Historical and Current Market Trends (2020-2025)

6.3.2 Market Forecast (2026-2034)

7 MEXICO PEANUT BUTTER MARKET - BREAKUP BY DISTRIBUTION CHANNEL

7.1 Supermarkets and Hypermarkets

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Convenience Stores

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Online Stores

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 MEXICO PEANUT BUTTER 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 Distribution Channel

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 Distribution Channel

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 Distribution Channel

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 PEANUT BUTTER 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 Products Offered

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 Products Offered

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 Products Offered

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 Products Offered
 - 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 Products Offered
 - 10.5.3 Business Strategies
 - 10.5.4 SWOT Analysis
 - 10.5.5 Major News and Events

11 MEXICO PEANUT BUTTER 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

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