

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

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Abstracts

The Mexico yogurt market size reached USD 1.7 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 2.9 Billion by 2034 , exhibiting a growth rate (CAGR) of 5.68% during 2026-2034 . The market is experiencing significant growth driven by increasing demand for healthy, functional, and organic options. Moreover, flavored and drinkable yogurts are gaining popularity, particularly among younger consumers, while clean-label preferences boost the adoption of organic and preservative-free products.

MEXICO YOGURT MARKET TRENDS:

Rising Demand for Healthy and Functional Foods

Mexican consumers are becoming health-conscious and increasingly looking for functional foods that provide an added health benefit. Yogurt foods with added probiotics, high protein content, and low sugar levels are gaining popularity as part of the healthy food movement towards healthy eating. Probiotic yogurts with a proven track record of supporting gut health are becoming a growing appealing option for consumers looking for digestive health benefits. Meanwhile, high-protein yogurt options are being embraced by fitness enthusiasts and consumers looking for muscle recovery or weight management. Furthermore, low-sugar versions are in rising demand as consumers look to eliminate sugar from diets without losing taste. As the trend for healthy food products continues to gain pace, yogurt brands are responding to the trend by launching functional variants to satisfy consumer demand. This change in consumer preferences is driving the Mexico yogurt market growth, with a significant uptick in sales of functional yogurt products.

Expansion of Flavored and Drinkable Yogurt Segments

Flavored and drinkable yogurt variants are rapidly gaining popularity in Mexico especially among younger and urban consumers who seek convenience and diverse taste experiences. Flavored yogurts which come in an array of fruity and dessert-inspired options are attracting consumers looking for both taste and health benefits. These products are not only seen as a delicious snack but also as a nutritious option that fits into busy lifestyles. Drinkable yogurt formats are also seeing significant growth particularly for on-the-go consumption aligning with the fast-paced lives of many urban dwellers. The portability and ease of consumption make drinkable yogurts a hit among millennials and Gen Z. As brands continue to innovate with new flavors, textures, and packaging formats, the demand for these products is expected to rise. The Mexico yogurt market outlook remains positive with continued growth in flavored and drinkable yogurt segments.

Growth of Organic and Natural Yogurt Products

As consumers become more health-conscious and aware of the ingredients in their food, there is a growing preference for organic and natural yogurt products in Mexico. These yogurts, which are free from artificial additives, preservatives, and chemicals, cater to the increasing demand for clean-label products. Organic yogurt, made from milk produced without the use of synthetic pesticides or fertilizers, is particularly attractive to consumers seeking environmentally friendly and sustainable food options. The demand for natural and additive-free yogurts is also driven by concerns over long-term health impacts associated with highly processed foods. As more brands launch organic and natural variants, consumers are shifting towards these options for their perceived health benefits, contributing to the growth of this segment. This shift towards cleaner, healthier products is increasing the Mexico yogurt market share, with organic options gaining a larger foothold.

MEXICO YOGURT 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, flavor, and distribution channel.

Product Type Insights:

Set Yogurt

Greek Yogurt

Yogurt Drinks

Frozen Yogurt

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes set yogurt, Greek yogurt, yogurt drinks, frozen yogurt, and others.

Flavor Insights:

Strawberry Blend

Vanilla

Plain

Strawberry

Peach

Others

A detailed breakup and analysis of the market based on the flavor have also been provided in the report. This includes strawberry blend, vanilla, plain, strawberry, peach, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Convenience Stores

Specialty 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, specialty 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

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

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

What is the breakup of the Mexico yogurt market on the basis of flavor?

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

What is the breakup of the Mexico yogurt market on the basis of region?

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

What are the key driving factors and challenges in the Mexico yogurt?

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

What is the degree of competition in the Mexico yogurt 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 YOGURT MARKET - INTRODUCTION

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

5 MEXICO YOGURT MARKET LANDSCAPE

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

6 MEXICO YOGURT MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Set Yogurt
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Greek Yogurt
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Yogurt Drinks

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Frozen Yogurt

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Others

6.5.1 Historical and Current Market Trends (2020-2025)

6.5.2 Market Forecast (2026-2034)

7 MEXICO YOGURT MARKET - BREAKUP BY FLAVOR

7.1 Strawberry Blend

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Vanilla

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Plain

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Strawberry

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Peach

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 YOGURT MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Convenience Stores

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Specialty Stores

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Online Stores

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 MEXICO YOGURT 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 Product Type

9.1.4 Market Breakup by Flavor

9.1.5 Market Breakup by Distribution Channel

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 Product Type

9.2.4 Market Breakup by Flavor

9.2.5 Market Breakup by Distribution Channel

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 Product Type

9.3.4 Market Breakup by Flavor

9.3.5 Market Breakup by Distribution Channel

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 YOGURT 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 YOGURT 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

I would like to order

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