

Mexico Table Grape Market - Strategic Insights and Forecasts (2026-2031)

<https://marketpublishers.com/r/M6CF91EB06CFEN.html>

Date: February 2026

Pages: 105

Price: US\$ 2,850.00 (Single User License)

ID: M6CF91EB06CFEN

Abstracts

The Mexico Table Grape market is forecast to grow at a CAGR of 3.1%, reaching USD 0.7 billion in 2031 from USD 0.6 billion in 2026.

The Mexico table grape market plays a significant role within the country's horticulture sector and broader fresh fruit economy. The market benefits from strong domestic production capacity, export orientation, and expanding consumer demand for fresh fruit products. Table grapes are cultivated primarily for fresh consumption and form an important component of Mexico's agricultural output. Rising population levels, increasing health awareness, and shifting dietary preferences toward fresh and convenient foods are strengthening market demand. The country's favorable climate for grape cultivation and its position among the leading producers in the Americas further support growth.

The industry is also influenced by expanding retail distribution and digital commerce. Evolving consumer purchasing behavior, including the adoption of grocery delivery and online retail platforms, is improving product accessibility. Market participants are increasingly focusing on varietal innovation, improved cultivation techniques, and post-harvest handling to enhance quality and competitiveness. At the same time, production variability and environmental factors continue to influence supply dynamics. Overall, the market is characterized by steady growth supported by both domestic consumption and export-driven production.

Market Drivers

Increasing domestic production is a major factor driving market expansion. Mexico ranks among the largest producers of table grapes in the Americas, and output has

shown gradual growth over recent years. Higher production supports broader supply availability and stimulates demand across multiple downstream uses.

Growing consumption of fresh fruit is another key driver. Demand for table grapes continues to rise as consumers seek nutritious and convenient food options. Domestic consumption has increased in recent years, reflecting broader dietary shifts and expanding market penetration.

Imports are also contributing to growth by strengthening supply and improving availability across seasons. Rising import volumes indicate strong demand and complement domestic production.

In addition, expanding e-commerce adoption is reshaping distribution patterns. Increasing internet penetration and the growth of online grocery platforms are enabling consumers to access fresh produce more easily, supporting market expansion.

Market Restraints

Production variability remains a structural challenge. Climatic conditions and yield fluctuations can affect grape size and harvest volumes, influencing supply stability. Regional weather patterns and agricultural conditions therefore remain critical risk factors.

Labor availability is another constraint. Vineyard operations require significant manual work, and shortages can limit productivity and affect crop management. These constraints may influence quality outcomes and operational efficiency.

Market exposure to external trade dynamics also creates uncertainty. Export concentration and global pricing conditions can affect domestic supply allocation and revenue performance. Industry participants must continually adapt to changing market conditions and logistics requirements.

Technology and Segment Insights

The market is segmented by variety into seeded and seedless grapes. Seedless varieties are gaining increasing preference due to convenience and evolving consumer taste expectations. Continuous varietal development has become a central industry focus, with producers introducing new flavor profiles and improved cultivars.

By distribution channel, the market includes offline retail and online platforms. Traditional retail remains dominant, but digital sales are expanding rapidly due to rising internet usage and demand for convenience. This shift is reshaping supply chain structures and market access.

Innovation across cultivation methods, packaging, and post-harvest handling is enhancing product quality and shelf life. These developments strengthen competitiveness in both domestic and export markets.

Competitive and Strategic Outlook

The competitive landscape includes domestic producers, agricultural enterprises, and international varietal developers. Market participants focus on expanding production capacity, improving cultivation practices, and introducing new grape varieties. Strategic emphasis is also placed on branding, quality enhancement, and supply chain efficiency.

Export demand and global market integration continue to shape competitive positioning. Producers increasingly invest in innovation and market diversification to maintain resilience and sustain long-term growth.

Key Takeaways

The Mexico table grape market demonstrates steady growth supported by rising consumption, expanding production, and ongoing innovation. Structural constraints such as labor availability and climatic variability remain important considerations. However, continued technological development and evolving distribution channels are expected to sustain long-term market expansion.

Key Benefits of this Report

Insightful Analysis: Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

Competitive Landscape: Understand strategic moves by key players to identify optimal market entry approaches.

Market Drivers and Future Trends: Assess major growth forces and emerging developments shaping the market.

Actionable Recommendations: Support strategic decisions to unlock new revenue streams.

Caters to a Wide Audience: Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

What businesses use our reports for

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

Report Coverage

Historical data from 2021 to 2025 and forecast data from 2026 to 2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Market Segmentation
- 1.5. Currency
- 1.6. Assumptions
- 1.7. Base and Forecast Years Timeline
- 1.8. Key Benefits for the Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Design
- 2.2. Research Process

3. EXECUTIVE SUMMARY

- 3.1. Key Findings
- 3.2. Analyst View

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porter's Five Forces Analysis
 - 4.3.1. Bargaining Power of Supplier
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. MEXICO TABLE GRAPES MARKET BY VARIETY

- 5.1. Introduction
- 5.2. Seeded

5.3. Seedless

6. MEXICO TABLE GRAPES MARKET BY DISTRIBUTION CHANNEL

6.1. Introduction

6.2. Online

6.3. Offline

7. COMPETITIVE ENVIRONMENT AND ANALYSIS

7.1. Major Players and Strategy Analysis

7.2. Market Share Analysis

7.3. Mergers, Acquisitions, Agreements, and Collaborations

7.4. Competitive Dashboard

8. COMPANY PROFILES

8.1. SNFL Group (AM Fresh Group)

8.2. International Fruit Genetics

8.3. Four Star Inc.

8.4. Divine Flavor

8.5. Molina Group

8.6. Grapa Varieties

8.7. Canam Fresh (Can-Am Pepper Company Ltd.)

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