

# Mexico's food and beverage market



## Trade opportunities from modernised agreement

### Strengths

- Large market
- Well-developed logistical services and transportation infrastructure.
- Large middle class; plus, a small but notable market of affluent consumers.

### Weaknesses

- High level of agri-food production / self sufficiency in many categories
- Price often a key purchase criterion
- Limited knowledge of EU products
- Some strict customs procedures

### Opportunities

- EU-Mexico modernised Trade Agreement greatly facilitates trade
- Interest to diversify away from US imports
- Processed products in demand
- Focus on health and convenience

### Threats

- Neighbouring US is dominant agri-food exporter to Mexico
- Trade agreements with several other countries in place
- Aims to increase agricultural production / reduce need for imports of some products



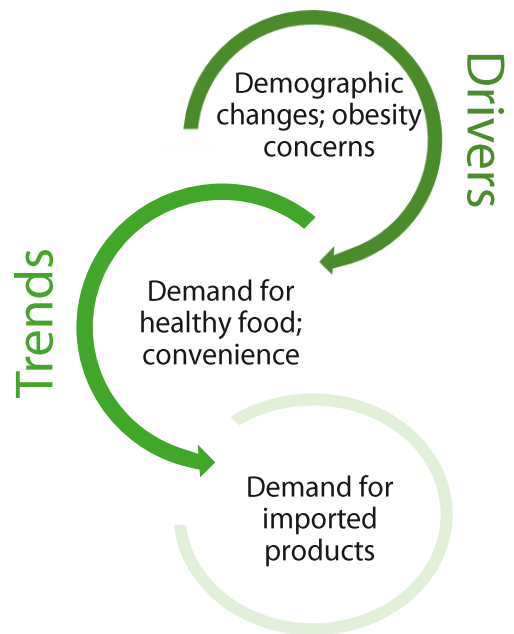
## Distributed large population of 131m



Notable concentrations in large urban centres

## Increasing focus on health and convenience

Imported products fill gaps in local production



## Products highlights

- 97m litres Growing number of consumers; EU **wines** are the market leaders.
- 270m litres Tequila dominates a growing market, but EU **spirits** top among imports.
- 11m MT Opportunities for **dairy** from modernised agreement; cheese particularly popular.
- 0.32m MT EU **confectionery** products highly valued; opportunities from modernised agreement.
- 16.5m MT Growing demand for quality and imported **fruit and vegetables**.
- 6.1m MT Facilitation of EU **meat** imports under modernised trade agreement.

## Income a key determinant of different consumer groups

- Exclusivity important for the 5-10m affluent, who also are interested in organic products.
- Urban-based middle class of 50m approx. frequents supermarkets and convenience stores.
- Increasing number of single person households and couples without children who value convenience.