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Prepared By: Luis Chavez

Approved By: Jasmine Osinski

Report Highlights:

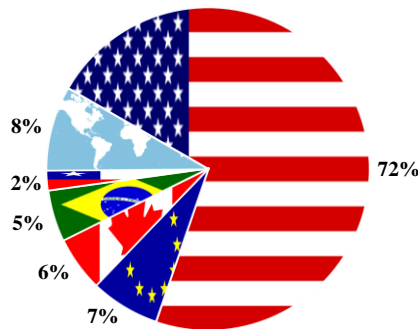
Mexico's economy grew modestly in 2024 to over \$1.85 trillion in gross domestic product (GDP), supported by nearshoring, tourism, strong consumer demand, and record U.S.-Mexico trade. Mexico is currently the largest market for U.S. food and agricultural products, with U.S. exports reaching over \$30 billion in 2024. Mexico's hotel and restaurant sectors are expanding, driven by tourism recovery, culinary innovation, and rising consumer expectations, with many establishments shifting towards gourmet, experience-driven gastronomy. Opportunities continue to grow for U.S. exporters as Mexico's HRI industry increasingly seeks out high-quality, sustainable, premium ingredients and food products.

Market Fact Sheet Mexico

Executive Summary

In 2024, Mexico was ranked among the 15 largest economies in the world, with a gross domestic product (GDP) estimated at over \$1.85 trillion, with an estimated 1.45 percent growth from 2023. Agricultural trade between Mexico and the United States surpassed \$81 billion in 2024, up nearly 6.5 percent from the previous year. Mexico is the largest market for U.S. exports reaching over \$30 billion. U.S. meat products, dairy, food preparations, and confectionary exports to Mexico continue to demonstrate strong market opportunities.

Origin of Mexico's Imports of Consumer-Oriented Products (2024)



Food Processing Industry

Mexico's food processing industry continues to expand, representing 4 percent of Mexico's total GDP in 2024. This sector is innovative and relies heavily on U.S. inputs. Processed meat, dairy, bakery goods, and confectionery lead the sector, with major players like Bimbo, Coca-Cola, Sigma, and Gruma driving market trends. Strong trade agreements, a well-developed supply chain, and evolving consumer preferences position Mexico as a key U.S. food ingredient export market. For additional information, see our latest [GAIN Food Processing Ingredients Report](#).

Food Retail Industry

Mexico's retail sector remains dynamic, growing over 7 percent in 2024 to reach over \$80 billion. Modern chains like Walmart and Soriana continue to attract middle and high-income consumers, while e-commerce, including grocery and food apps, are increasing in popularity. Retail trends include functional food and drinks, plant-based alternatives, snacks, and pet products. For additional information, see our latest [GAIN Retail Foods Report](#).

Quick Facts CY 2024

Mexican Imports of Consumer-Oriented

Products:

\$ 19.3 billion – World

\$ 13.9 billion – United States

Source: Trade Data Monitor

Top 10 Imported Consumer-Oriented Products:

- | | |
|-------------------------|------------------------|
| 1. Pork meat, fresh | 6. Chicken cuts, fresh |
| 2. Beef products | 7. Powder milk/cream |
| 3. Food preparations | 8. Soups/broths |
| 4. Chicken cuts, frozen | 9. Potatoes, frozen |
| 5. Cheese | 10. Pork meat, frozen |

Source: Trade Data Monitor

Top Ten Hotel Chains in Mexico 2024:

- | | |
|-------------------|--------------|
| 1. Marriott | 6. Hyatt |
| 2. Xcaret | 7. Iberostar |
| 3. Riu | 8. Karisma |
| 4. Hilton | 9. Meliá |
| 5. Palace Resorts | 10. Accor |

Source: Pasillo Turistico Magazine

Top Ten Restaurant Chains 2024:

- | | |
|-----------------------|---------------------------|
| 1. Alsea | 6. Wing's Army |
| 2. Grupo Gigante | 7. Remigio |
| 3. Dine Brands Global | 8. El Puerto de Liverpool |
| 4. CMR | 9. Inspire Brands |
| 5. Bisquets Obregon | 10. Grupo Carso |

Source: Euromonitor

GDP/ Population:

Population: 130.8 million (World Bank est. 2024)

Median age: 29.3 years (INEGI)

GDP 2024: \$1.85 trillion (World Bank)

GDP Growth 2024: 1.45% (World Bank)

Foodservice Sales: \$66.6 billion (Euromonitor, 2024)

Strengths	Weaknesses
<ul style="list-style-type: none">-Strong/growing foodservice market.-Modern distribution channels.-Stable demand in niche markets.	<ul style="list-style-type: none">-Large informal sector not following the same rules.-Price sensitivity.-Regulatory, sanitary and customs complexity.
Opportunities	Threats
<ul style="list-style-type: none">-Growing demand for premium/specialty foods.-Culinary tourism and upscale gastronomy.-Expansion of digital foodservice models.	<ul style="list-style-type: none">-Regulatory / trade policy changes.-Supply-chain disruption risks.-Economic volatility, political uncertainty, inflation.

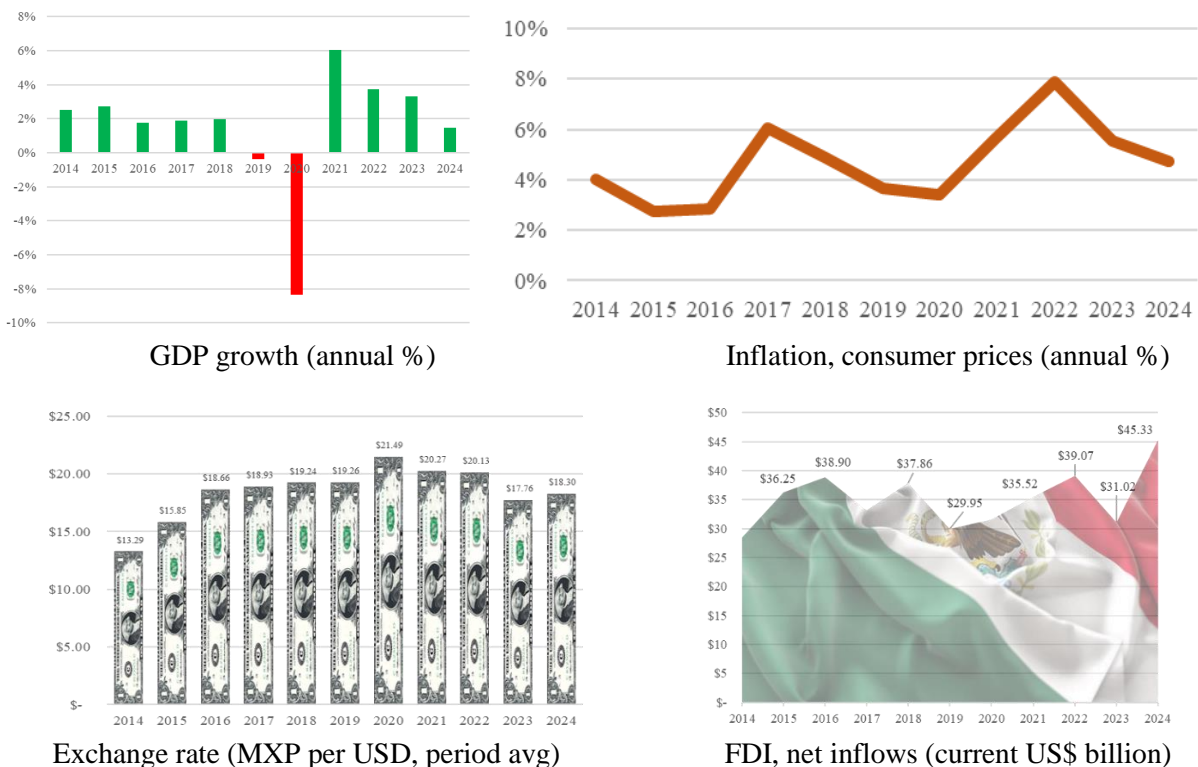
SECTION I. MARKET OVERVIEW

Economic Overview

In 2024, Mexico remained ranked as the world's 12th largest economy (in nominal GDP terms). Mexico remains a developing economy with relative macroeconomic stability, multiple trade agreements, and a diversified manufacturing base currently benefitting from increased investment due to near-shoring trends in several products' supply chains, remittances, and consumer spending.

The country's economy grew 1.45 percent in 2024, below the 3.3 percent growth of 2023, and is expected to grow between 0.3-1.1 percent in 2025. Domestic demand remains stable despite inflationary pressures; inflation seems to be under control, but still at high levels (4.7 percent in 2024). Consumption remains robust, supported by low unemployment and remittances (over \$67 billion in 2024), while consumer credit is still recovering from the COVID-19 pandemic slump. Exports and manufacturing have remained sturdy, thanks in part to manufacturing relocation and new infrastructure projects announced by the federal government. Still, many social and economic challenges remain. Upcoming political changes, both domestic and foreign, have amplified global economic uncertainties. Poverty rates and inequality remain high. Informality, corruption, abrupt changes in regulations, and insecurity in some regions could undermine potential economic growth.

Graph 1. Key Economic Indicators, Mexico, 2014-2024

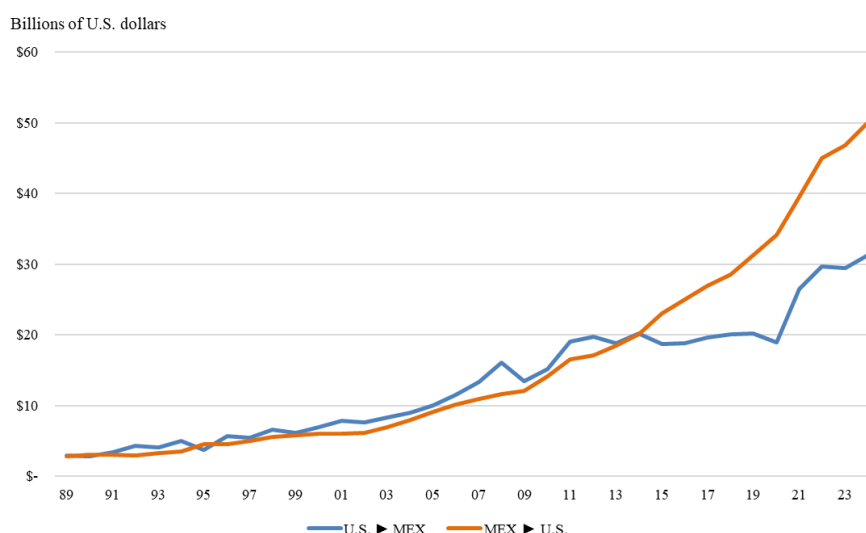


Source: World Bank. [World Development Indicators](https://data.worldbank.org/).

In terms of overall trade, in 2024 Mexico remained the United States' largest trading partner (followed by Canada), with bilateral trade reaching a record high \$945 billion, a 5.5 percent increase from 2023. Likewise, the United States checks in as the top trading partner of its southern neighbor, buying almost 75 percent of Mexico's exports and providing almost 40 percent of the products it imports.

In agriculture, Mexico produces and exports a large variety of high-value consumer products (e.g., avocados, beer, tequila, beef, berries) and is a net importer of bulk commodities such as corn, oilseeds, wheat, rice, and beans. Since the North American Free Trade Agreement (NAFTA) was implemented in 1994 (subsequently replaced by the United States, Canada, Mexico Trade Agreement in 2020), total U.S. agricultural exports to Mexico increased almost by a factor of six, from \$4.67 to \$31.29 billion in 2024. U.S. agricultural imports from Mexico have also surged.

Graph 2. U.S.-Mexico Agricultural Trade, 1989-2024



Source: Global Agricultural Trade System

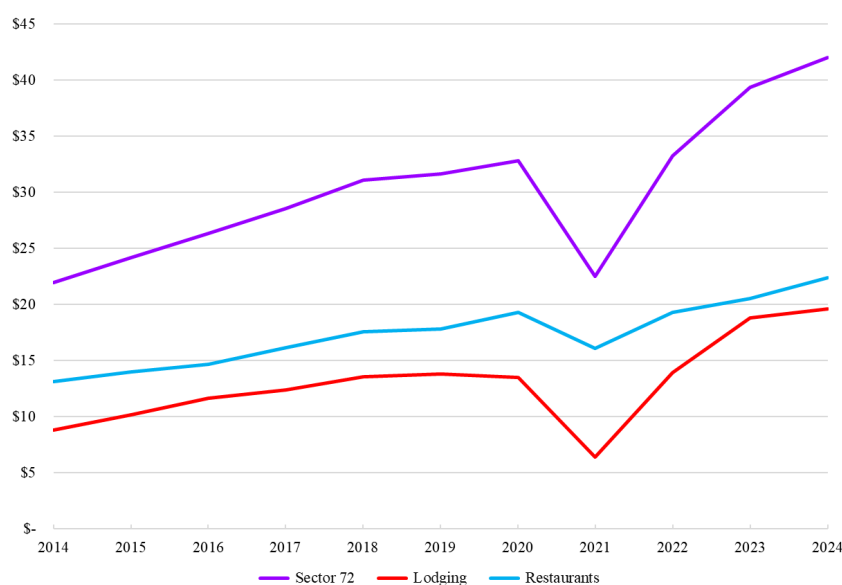
In 2024, Mexico was the second largest export market for U.S. agricultural and related products, behind Canada. With \$13.9 billion, Mexico was also the second largest market for U.S. consumer-oriented products. The top five exports were pork, beef, food preparations, poultry meat and powdered milk.

HRI Sectors in Mexico

Like the United States, the Mexican Institute for Statistics and Geography ([INEGI](#)), uses the North American Industry Classification System to classify business establishments. Under Sector 72, Accommodation and Food Preparation, INEGI reports that by the fourth quarter of 2024, Hotel, Restaurant, Institutional (HRI) GDP (in current prices) was valued at \$45.46 billion, a 7.07 percent increase compared to the fourth quarter of 2023. Sector 72 is further divided into

two subsectors: 721 - Temporary accommodation services (hotels), and 722 - Food services and drinking places (restaurants). During the COVID-19 pandemic, lodging services were almost entirely shutdown, and restaurants accounted for over 90 percent of the total HRI productivity. Since then, hotels have recovered faster and now account for almost half of the industry's GDP.

Graph 3. GDP, Mexican Hotels & Restaurants, 2014-2024 (current US\$ billion)



Source: INEGI. Mexican National Accounts System.

Tourism serves as a key instrument for economic development in Mexico, and hotels and restaurants are strategic elements of the Mexican government's tourism strategy. The Mexican Secretariat of Tourism ([SECTUR](#)) estimates that tourism accounts for 8.6 percent of the national GDP. In 2024, Mexico was ranked as the 7th most visited country in the world, with over 45 million international tourists, up 7.4 percent from 2023. According to the [UN Tourism Dashboard](#), the economic revenue of foreign visitors in 2024 was \$33 billion, 10.7 percent higher than 2023. Average expenditure by international tourists in 2024 was \$732 per tourist.

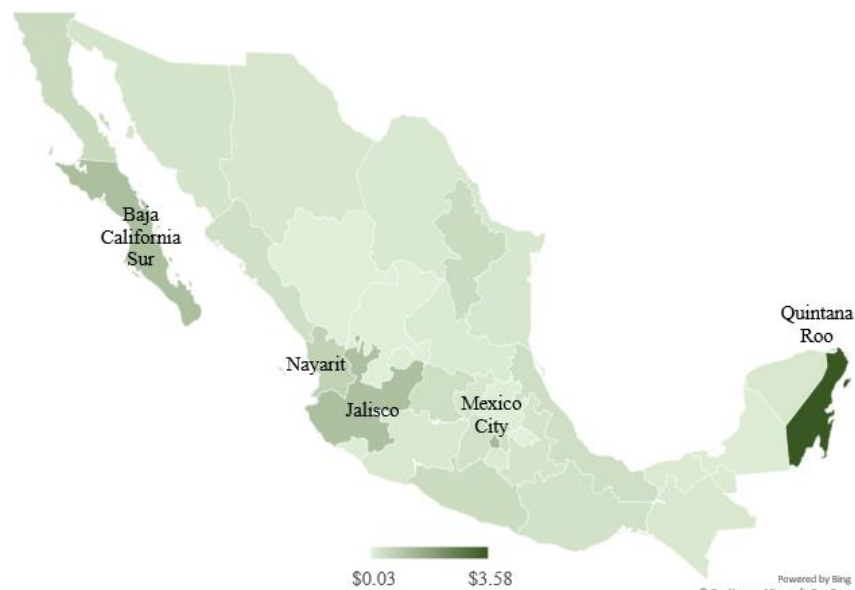
Hotels

According to INEGI, in 2024 Mexico had 27,307 hotels and 899,389 hotel rooms, three percent more than in 2023. Main leisure tourism destinations continue to be the Cancun-Riviera Maya corridor, followed by Mexico City, Los Cabos, Puerto Vallarta, and Mazatlan. In terms of business tourism, Mexico City, Guadalajara, Monterrey, and Queretaro are the top destinations. Business travel is growing thanks to increased nearshoring, the hotel industry's prioritization of providing high quality amenities to make traveler's feel they are at home away from home, and the preference for "face-to-face" corporate events, particularly after the COVID-19 pandemic. Business travelers now increasingly take into consideration efficiency and cost-reduction practices. Companies now promote longer, more meaningful trips, with more focus on regional and conference travel. Business travelers increasingly want newer, better, cleaner, greener hotels

when traveling that also provide amenities that help them continue working while traveling without feeling like they're traveling (e.g. convenient high-quality restaurants, fully equipped gyms, functional and elegant business centers, etc.) The trend of “bleisure” travel has been growing, with business travelers staying additional days to relax and experience the hotel’s leisure services. Other “specialized” tourism segments growing in Mexico include cultural/heritage tourism, medical/wellness tourism, and, more recently, food/gastronomic tourism.

Mexico ranks seventh in the world in terms of hotel supply. According to SECTUR, the Mexican hotel industry accounts for almost 30 percent of the tourism GDP and generates 9 percent of tourism jobs, with each room generating 1.5 direct and three indirect jobs. The following map shows to what extent each state generates income via its hotel sector, with Quintana Roo, Mexico City, Baja California Sur, Jalisco, and Nayarit leading in this category.

Map 1. Hotel-Generated Income by State (USD Billion)



Source: ATO Monterrey, using INEGI’s 2023 Economic Census

Every year, hospitality magazine *Pasillo Turístico* publishes a “Top 10 Hotel Chains” list based on feedback from travel agencies and tour operators based on operations, promotions, products, and services. For 2024, the awarded chains were:

1. Marriott (303 hotels, 25 brands, multiple locations)
2. Xcaret (3 hotels in one location)
3. Riu (23 hotels, 3 brands, in six locations)
4. Hilton (119 hotels, 14 brands, multiple locations)
5. Palace Resorts (9 hotels, 3 brands, in four locations)
6. Hyatt (103, 22 brands, multiple locations)
7. Iberostar (12 hotels, 3 brands, in four locations)

8. Karisma (5 hotels, 3 brands, in two locations)
9. Meliá (7 hotels, 3, brands, in five locations)
10. Accor (49 hotels, 17 brands, multiple locations)

Hotels in Mexico, are currently undergoing a significant transformation, evolving from the traditional buffet or self-serve format with limited options, to complete gastronomical experiences. Large resort projects in the different tourist destinations are setting the pace with high-quality, diverse dining options incorporated or expanded to their in-house restaurants. Operators are investing in culinary quality, sustainability, and diversified concepts, in order to stand out and attract higher-spending visitors seeking new, innovative experiences. Gourmet gastronomy is becoming a useful tool for hotel restaurants using inventive recipes, sustainable sourcing, and [collaborations with renowned chefs](#) in order to elevate their business into gastronomic destinations rather than just places to sleep. This creates opportunities for U.S. food ingredients and consumer-ready products, already known and preferred by Mexican chefs for their wholesomeness, high-quality, and availability.

Los Cabos is a good example of how hotels include high-end gastronomic experiences, particularly given the profile of their visitors, which has led to the opening of luxury properties from famous brands like Waldorf Astoria, Four Seasons, Montage, Nobu Hotel, Grand Velas, and Rosewood's Ventanas al Paraíso. Specifically, in 2024 Grand Velas' [Cocina de Autor](#) became the first (and so far, the only) restaurant in that destination awarded with a Michelin Guide star, recognizing groundbreaking dishes prepared by Chefs Sidney Schutte and Francisco Sixtos.

In addition to traditional hotel accommodations, vacation rentals are very popular in Mexico, and the rental market is maturing and professionalized. Versatility of places to stay and flexibility of reservations has made Mexico one of the highest-return vacation-home markets in Latin America. Properties are very popular in the Cancun-Riviera Maya region, with 80 percent occupancy rates during peak seasons. In Mexico City, active listings showed a 37percent increase in 2024. While generally this sector creates additional opportunities for U.S. food products in the retail sector, it is undeniable that the use of vacation rentals also increases opportunities for ingredients and products used by nearby restaurants, as visitors tend to dine out while on vacation.

Restaurants

According to INEGI, there are over 773,743 establishments registered under the food and beverage preparation category, 14.6 percent more than the ones registered at the end of 2023. Growth in this segment is driven by urbanization, rising income, expanding tourism, and a shift towards convenience and variety. Quick-service, fast-casual, and casual-dining formats are seeing increased demand, while full-service restaurants continue expanding as part of a broader "food as a whole experience" trend. Fast food restaurants are considered the most affordable within the sector and are preferred by Mexican consumers (particularly families) when dining out. This segment has reacted to consumer habit changes by including plant-based products in their menus, offering more frequent collaborative experiences and adjusting their menus to offer popular dishes with slight adaptations to differentiate from others. The following map shows to

what extent each state generates income via its restaurant sector, with Mexico City, the State of Mexico, Jalisco, Nuevo Leon, and Baja California leading in this category.

Map 2. Restaurant-Generated Income by State (USD Billion)

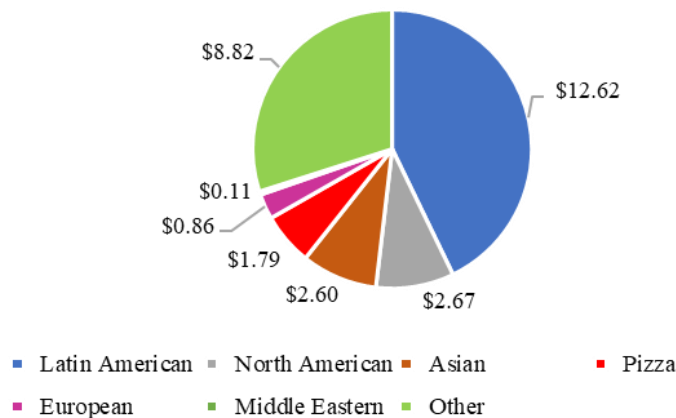


Source: ATO Monterrey, using INEGI's 2023 Economic Census

According to the last National Enquiry on Income and Expenditure from INEGI (2024), the average household spends 37 percent of its income on food and beverages consumed within the house, while spending 7.4 percent on eating out. Full-service restaurants are preferred by consumers with higher income, and offer a wider variety of cuisines, with Asian, Mexican, Middle Eastern, Mediterranean, and Fusion being the most popular categories. The top ten full-service restaurant chains in Mexico in 2024 in terms of market share were:

1. Alsea (VIPS, Domino's, Starbucks, Burger King, Cheesecake Factory, Chili's)
2. Gigante (Toks, Panda Express, Shake Shack, El Farolito, Beer Factory)
3. Dine Brands Global (Applebee's, IHOP)
4. CMR (Sushi Itto, Wings, Chili's, Nube, Los Almendros)
5. Bisquets Obregon
6. Wing's Army
7. Remigio (Italianni's)
8. El Puerto de Liverpool (restaurant service inside the department stores)
9. Inspire Brands (Buffalo Wild Wings, Arby's, Dunkin' Donuts)
10. Carso (Sanborns)

Graph 4. Mexican Restaurant Sales by Category, 2024 (US\$ billion)



Source: Euromonitor.

A vital component of Mexican foodservice are street vendors, who provide a wide assortment of food products and represent a key element of Mexico's many regional cuisines and overall culinary heritage. Street food has gained popularity due in part to popular streaming service television shows and social media influencers that highlight the genre's authenticity and flair. This independent segment of foodservice is primarily supplied by public/wholesale markets and cash & carry outlets, and demands primarily domestic/local products, very seldom using imported goods. However, due to its popularity, these business units have inspired chefs from full-service restaurants to create their own versions of street food and offer them to their customers, thus "adapting" them with imported products, creating a gourmet-version of the original food product. Also, in some high-end niche markets, like Los Cabos or San Pedro Garza Garcia, these street vendors adjust to the economic "buoyance" of their customers, and include imported ingredients, considering these market's lower sensitivity to higher prices.

In its yearly report on full-service restaurants, Euromonitor highlights that in 2024, restaurants will face increasing social costs due to recent labor reforms which will translate into higher prices for consumers. This translates into additional pressure on imported, higher-priced food ingredients and products. On the positive side, the report states that restaurants are innovating and reinventing their eating experiences, appealing to younger consumers, who traditionally have lower income, with changes in menus and special deals. After the COVID-19 pandemic, delivery services saw a surge, but fees and charges (and delays/mishaps from delivery platforms) are causing consumers to shift to pick-up options, something full-service restaurants are adapting to in their regular operations.

In 2024, Mexico remained a powerhouse in culinary culture. As previously reported, for the first time ever, the Michelin Guide published a full-scale selection covering Mexico last year. It recognized 157 restaurants: two with two stars, 16 with one star, six Green Stars (for sustainability), and 42 Bib Gourmand listings. Also, Mexican restaurants won the 2024 World Culinary Awards for Latin American Best Fine Dining Hotel Restaurant, Best New Restaurant, and Best Rooftop Restaurant categories. Meanwhile, Mexico City's [Handshake Speakeasy](#) was recognized as the Best Bar in the World in 2024.






Key Drivers and Consumer Trends

The recovery of tourism in the country continues to increase, driven by digital nomads (professionals working remotely from abroad), and the growth of the MICE (Meetings, Incentives, Conferences, and Exhibition) segment in business travel and by more complex experiences and infrastructure investment in leisure travel. It is expected that more visitors will bring with them expectations and requirements that will encourage new developments and innovations in the foodservice sector that serves them. As for the domestic population, Mexico remains as a price-sensitive market even while there are consumers willing to pay for premium quality products.

Table 1. Advantages and Challenges for U.S. Exporters

<u>Advantages</u>	<u>Challenges</u>
Consistent supply chain investments ensure reliable and timely deliveries of perishables, preserving product quality and strengthening the U.S.-Mexico supply chain network.	Imported specialty products have higher prices than domestic food products.
Foodservice distributors increased their flexibility (during the COVID-19 pandemic) to abrupt changes in consumption, offering a better, more integrated distribution channel.	Issues like illegal migration and insecurity sometimes affect the distribution network, causing trade disruptions and traffic bottlenecks.
The shared border between the United States and Mexico gives U.S. exporters a competitive logistical advantage over other countries' suppliers.	With Mexico's food distribution network continuing to improve, Mexico's market is becoming increasingly attractive to competition from other countries.
Mexican foodservice distributors and consumers are remarkably familiar with U.S. food products, market trends, and industry practices.	Mexican restaurants are adapting their menus due to inflation by reducing portions or using lower-priced alternatives.
Income/lifestyle changes in Mexico have expanded demand among urban consumers for imported, premium, or processed foods (dairy, seafood, ingredients, specialty goods).	Changing import rules, shifting sanitary standards (particularly for meats/dairy), and restrictions on ingredients can affect market access or increase compliance costs.

According to industry sources, the following consumer priorities shaped the foodservice landscape in 2024 and are expected to continue affecting the sector:

 Health/wellness	Healthier, nutritious options; transparency about ingredients and nutritional information.
 Sustainability in sourcing	Locally sourced ingredients, less food waste, ingredient traceability.
 Convenience/flexibility	Convenience in food, frictionless Order/Payment/Delivery process.
 Value/Quality balance	Food with good quality that doesn't cost too much; "affordable indulgence"
 Personalization/creativity	Creative flavor combinations, limited-time offers, unique dining formats.

Overall, as these consumer preferences increase, Mexican restaurants are adapting to serving food that aligns with their values, fits their lifestyle, gives them new experiences, and feels like a good deal. This creates opportunities for U.S. exporters of food products and ingredients that are already adapted for flexible options, sustainable practices, and good value, given that many of these conditions are also required by U.S. consumers.

Regarding consumer expectations, when going out to eat, Mexicans are typically looking for experiences that allow them to have fun, satisfy cravings, relax, have quality time with family and friends, celebrate special occasions, and experience new things. According to Open Table, reservations for gastronomic experiences like tasting menus, storytelling recipes, and interactive dining increased 57 percent from 2023 to 2024. Every year, new food-related experiences are offered in Mexico, from street food tours in Oaxaca to cantina night mixing drinks with traditional cantina snacks (botanas) in the Riviera Maya.

Other industry sources report the following numbers for consumer-priority trends in Mexico for the near future:

- 71 percent of Mexicans plan to eat healthier.
- 43 percent order food online because it's faster.
- 77 percent worry about price increases.
- 78 percent plan to eat out at restaurants more next year.
- 46 percent of young adults show increased interest in sustainable/healthy food.

One important element to consider in the Mexican market is the foodservice role of convenience stores. Traditionally considered to be on the retail side in Mexico, the top convenience store brands began offering coffee and pastries under their own brands, and have expanded to other food alternatives, like tacos, gorditas, sandwiches, hot dogs, bakery goods and prepared snacks. Because convenience stores are so ubiquitous (many open 24/7 and are often located near workplaces, residential areas, or transit zones), they are well placed to meet demand for fast, fresh meals at any hour. OXXO, with around 24,000 outlets, serves over 13 million customers daily, and is planning to sell pizza slices and bakery goods in several stores. 7-Eleven and Circle-K, far behind OXXO in the market in terms of number of outlets, have also announced “foodvenience” practices, like meal deals and upgraded “gourmet” versions of traditional street food.

Finally, it is worth noting that in some regions of Mexico, criminal activity and violence are prevalent and affecting the foodservice sector in multiple forms. Extortion demands, reduced costumers due to unofficial curfews, and hijacking/theft of delivery trucks all undermine the opportunities for the restaurant sector to thrive. Federal and state authorities, however, have prioritized increasing police presence and crime prevention resources in tourist destinations and large urban areas, leaving other regions with potential to develop a larger foodservice industry stifled by insecurity.

World Cup 2026

Although not a permanent trend, it is relevant to mention that the foodservice industry is preparing for a massive wave of additional tourists in the summer of 2026 as Mexico co-hosts the FIFA Football World Cup. Thirteen matches are scheduled to take place in Mexico City, Monterrey, and Guadalajara, and hotels and restaurants are already making plans to accommodate and serve the expected influx of football fans. A recent study indicated that the economic impact of the World Cup for Mexico will be around \$3 billion, with five million additional visitors traveling to Mexico specifically to attend the event. Host cities are marketing their destinations not only as a sports venue, but also as quality tourism/gastronomic destinations, creating additional opportunities for the foodservice sector.

Naturally, hotel rates are expected to spike due to the increased demand, but hotels and app-based lodging venues are also complementing their services by offering special packages to their guests, ranging from VIP experiences to exclusive access to related events like concerts and football-themed parties.

Meanwhile, restaurants are training their staff to better service foreign visitors from around the world. English lessons (or at least menu translations), the usage of digital tools for the foodservice industry, and additional skills related to top-service quality standards are being

implemented in the sector. At the same time, suppliers of food ingredients are adapting to the tastes and preferences of foreign visitors, searching for products that are more familiar to them.

Finally, the FIFA World Cup will provide benefits to the foodservice industry beyond the tournament itself. Primarily, the media attention caused by the event will boost Mexico's reputation as a top global tourism and food destination, with a qualified work force and an efficient supply chain. Tourism will most likely diversify and business opportunities will be created for U.S. exporters of ingredients and consumer-ready products in this mature market.

SECTION II. ROAD MAP FOR MARKET ENTRY

Many U.S. companies seeking to export to Mexico should first attend trade shows such as ABASTUR and ExpHotel (see Section V for additional details and shows) to gain insight on the Mexican market, establish new contacts, and get to know buyers, potential business partners, importers, and distributors. It is important to recognize the differences between Mexican and U.S. [business culture](#), and to consider regional purchasing patterns. Mexico is a large and diverse country with different consumer patterns and economic conditions depending on the region; some products might fit in perfectly in certain regions, but not be suitable for other parts of the country.

It is important for U.S. companies to find an experienced and professional importer or distributor as local partner. A good customs broker will also help with issues related to regulations, procedures, labeling, and customs clearance. Some retailers that the foodservice sector uses for its supplies have their own purchasing and importing departments. Companies attempting to approach large chains should have enough production capacity to meet the volumes required.

Please be sure to check our latest [Exporter Guide](#) and our latest [Food and Agricultural Import Regulations and Standards Country Report](#) for additional information.

SECTION III. COMPETITION

Mexico's foodservice sector is a highly developed market, with multiple players on the national and regional level. U.S. food and agricultural exports enjoy a favorable reputation in Mexico due to consistent product quality, stable supplies, and proximity. Additionally, preferential market access under NAFTA/USMCA further enhances bilateral trade. Other major exporters to Mexico are Canada, the European Union, Brazil, New Zealand, and Chile.

Table 2. Top Mexican Imports of Consumer-Oriented Products, CY 2024

Commodity	Partner Country	Value, in Million
Pork & Pork Products	World	\$ 3,618.30
	United States	\$ 3,020.32
	Canada	\$ 444.69
	Brazil	\$ 111.59
Dairy Products	World	\$ 2,398.28
	United States	\$ 1,787.96
	European Union	\$ 273.74
	New Zealand	\$ 261.75
Poultry & Poultry Products (excl. eggs)	World	\$ 1,835.31
	United States	\$ 1,196.99
	Brazil	\$ 580.05
	Chile	\$ 57.62
Beef and Beef Products	World	\$ 1,772.83
	United States	\$ 1,311.25
	Brazil	\$ 191.99
	Canada	\$ 187.95
Soup & Other Food Preparations	World	\$ 1,421.10
	United States	\$ 1,219.15
	European Union	\$ 106.78
	Guatemala	\$ 18.63
Fresh Fruit	World	\$ 1,098.22
	United States	\$ 818.68
	Peru	\$ 156.37
	Chile	\$ 70.39
Processed Vegetables	World	\$ 1,039.71
	United States	\$ 644.42
	European Union	\$ 169.20
	Canada	\$ 166.16
Bakery Goods, Cereals & Pasta	World	\$ 987.20
	United States	\$ 649.64
	Canada	\$ 141.42
	European Union	\$ 104.56
Chocolate & Cocoa Products	World	\$ 536.07
	United States	\$ 335.38
	Canada	\$ 68.42
	Malaysia	\$ 26.21

Source: Trade Data Monitor

SECTION IV. BEST PRODUCT PROSPECTS

Many foodservice trends in Mexico correspond with global trends. Middle and upper-class Mexican consumers follow contemporary trends in dieting, traceability/sustainability, and ingredient information, thus becoming more knowledgeable and selective. As a response to increased competition, hotels and restaurants across the price spectrum seek to provide not just a mere product or service, but a whole consumer experience. Hotels include visits or tours to agricultural production areas like distilleries, vineyards, craft beer facilities, and traditional agricultural farms, or host local farmer's markets so guests can enjoy some of the local/regional products. Similarly, restaurants have their own kitchen gardens or partner with local producers for fresh supplies. High-end businesses offer casual options with quality foods at affordable prices. Renowned Mexican chefs frequently collaborate with restaurant chains, cafes, bakeries, breweries and even cinemas. Niche opportunities continue to appear as Mexico's domestic processing sector diversifies and consumers shift to demand healthy, convenient, and high-quality foods.

Given that there are almost fifty categories of consumer-oriented products of which the United States exports more than \$50 million's worth annually to Mexico, it is difficult to single out high-potential items for such a diversified and vibrant marketplace. With Mexico being a very mature market, heavily influenced by the United States due to its geographic proximity, there are market opportunities everywhere, particularly for new, innovative food products with growth potential, such as:

- Natural/organic products produced through sustainable methods
- Plant-based alternative products (soy and almond beverages, plant-based proteins)
- Food perceived as healthy (superfoods, vegan, and gluten-free products)
- Specialized or differentiated dairy products
- Sugar-free and alcohol-free beverages (smoothies, juice blends, vitamin-added water)
- Ethnic foods (spices, food bases, cereals, and condiments)
- Wine, spirits, and craft beer
- Products using licensed characters/brands, especially those from popular movies, TV series and/or social media trendy characters

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Please contact the Agricultural Trade Offices (ATOs) in Mexico if you have any questions or comments regarding this report or need assistance exporting U.S. food and beverage products to Mexico.





ATO Mexico City

Presidencia #225. Col. Irrigacion
Miguel Hidalgo, Ciudad de Mexico, 11500
T: + 52 (55) 5080-2000 ext. 5282
Email: AgMexico@usda.gov

ATO Monterrey

Av. Alfonso Reyes #150. Col. Valle Poniente
Santa Catarina, Nuevo Leon, 66196
T: +52 (81) 8047-3100 ext. 3232
E: AgMexico@usda.gov

MAIN TRADE SHOWS IN MEXICO [2026-2027]

 Show	 Description / Industry	 Date	 Location
Expo Café & Gourmet	Gourmet food and beverages, Coffee shops	February 26-28, 2026	Guadalajara
ExpHotel	Regional hospitality industry (<i>Two regional editions</i>)	March 3-5, 2026 June 2-4, 2026	Puerto Vallarta Cancun
ExpoANTAD	Retail, consumer goods	May 19-21, 2026	Guadalajara
Cerveza Mexico	Craft brewing industry (<i>Two regional editions</i>)	May 15-17, 2026 October 24-26, 2026	Guadalajara Mexico City
MexiPan	Bakery industry	July 29-August 1, 2026	Mexico City
ConfitExpo	Confectionary industry	August 4-6, 2026	Guadalajara
ABASTUR	Hotel, restaurant and catering industries	August 26-28, 2026	Mexico City
Gourmet Show	High-end, gourmet consumer products	September 3-5, 2026	Mexico City
Expo Carnes y Lácteos	Beef, pork, poultry & dairy; processing and consumer ready	TBC, 2027	Monterrey

ADDITIONAL INFORMATION

Visit [USDA-FAS Headquarters website](#) for a complete selection of FAS worldwide agricultural reporting.

Useful Mexican Web Sites: Mexico's equivalent to the U.S. Department of Agriculture is the [Secretariat of Rural Development \(SADER\)](#). The equivalent to the U.S. Department of Commerce is the [Secretariat of the Economy \(SE\)](#). These websites are mentioned for the reader's convenience, but USDA does not endorse, guarantee the accuracy of, or necessarily concur with the information contained on the mentioned sites.

Attachments:

No Attachments