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Mexico

Market Development Reports

Market Snapshot: The Mexican Market for Processed Fruits and Vegetables

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Report Highlights:

The Mexican market for processed fruits and vegetable has been very dynamic over the past decade growing at an average annual rate of around 8 percent. Currently the market is estimated at US\$3 billion and represents a good opportunity for U.S. processors. The Mexican market consumes a wide range of fruits and vegetables.

Includes PSD Changes: No
Includes Trade Matrix: No
Trade Report
Mexico City ATO [MX2]
[MX]

Market Information

The Mexican market for processed fruits and vegetables has been very dynamic over the past decade growing at an average annual rate of approximately 8 percent. Fruits and vegetables are processed in a variety of ways for the Mexican consumer, including canned, juiced, dried, and frozen products.

Currently the market is estimated at US\$3 billion and represents a good opportunity for U.S. processors.

The largest and fastest growing segment is fruit juices and nectars which account for approximately 60 percent of the market. Second, are assorted salsas and chilies accounting for approximately 20 percent. Third, are tomato paste, canned fruits and vegetables capturing 15 percent followed by other products including jams and jellies which account for 5 percent of the market.

Best Prospects

Many processed fruits and vegetables are being imported into Mexico, however vegetables with the most potential are potatoes, tomatoes (for sauce and paste), assorted greens (for salads), olives, mushrooms, sweet corn, pickles and vegetable juices. The most popular processed fruits are pineapples, cling peaches, jams and jellies and fruit juices and nectars.

Consumption

Processed fruits and vegetables are primarily consumed by the food service industry and private households. Products widely consumed in the food service sector, such as processed potatoes, are mainly imported from the United States. Most products sourced by the food service sector are generally procured in bulk, while those sold through the retail sector are usually in individual packages.

Competition

Mexico is a large supplier and processor of fruits and vegetables. Around 75 percent of these products are sold through wholesalers and supermarkets, around 10 percent through mom and pop stores, 13 percent are re-exported and the remaining 2 percent are sold through other channels such as government agencies, maquiladoras, etc. Domestic production accounts for approximately 85 percent of consumption and imports the remaining 15 percent.

The most accurate official production data available in Mexico is provided through the Cámara Nacional de la Industria de Conservas Alimenticias-CANAINCA (National Chamber of Processed Foods). According to CANAINCA, which represents 70–80 percent of the Mexican food processors, a total of US\$5 billion of processed foods were sold in 2006 of which approximately 70 percent or US\$ 3.7 billion were processed fruits and vegetables. These numbers include approximately \$490 million of imported products of which the U.S. accounted for 67 percent, followed by Chile with 9 percent, Spain with 3 percent, and Thailand with 2 percent.

Key Contacts in Mexico

CANAINCA-National Chamber for Processed Foods

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