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## **Report Name:** Exporter Guide

**Country:** Mexico

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### **Report Highlights:**

Despite COVID-19's negative impact on Mexico's macroeconomy, U.S. agricultural and related products exports to Mexico totaled \$18.9 billion in 2020. Mexico is still one of the largest and most consistent markets for U.S. agricultural products. With the geographical advantage of a long land border and the United States-Mexico-Canada Agreement which eliminated duties on agricultural and food products, Mexico is a natural market for new-to-export U.S. companies.

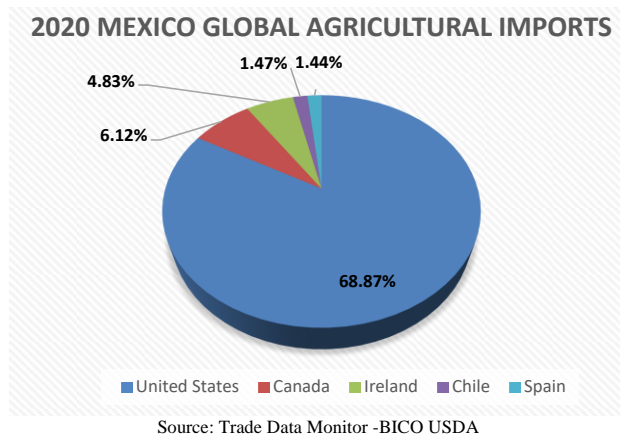
## Market Fact Sheet Mexico

### Executive Summary

Mexico is the 15<sup>th</sup> largest economy in the world and the second-largest economy in Latin America. It is the second-largest U.S. trading partner for goods and services (after Canada). In 2020, Mexico experienced its worst economic slowdown since 1932, mainly due to the COVID-19 pandemic, with an 8.5 percent contraction of its Gross Domestic Product (GDP).

In 2020, and despite economic headwinds, U.S. exports of agricultural and related products to Mexico totaled \$18.9 billion. This underscores the high level of bilateral food and agricultural supply

### Global Imports of Agricultural Products



### HRI Industry

Mexico ranked seventh-most visited country in 2020 despite COVID-19, as the country did not restrict international arrivals by plane. Nonetheless, the HRI industries suffered due to the pandemic. Because tourism accounts for 8.1 percent of Mexico's GDP, the slope in HRI negatively affected Mexico's economy. During 2020 the number of international visitors was 13 million with an average expenditure of US \$1,033.

### Retail Food Industry

Mexico's National Association of Retailers and Department Stores (ANTAD) reported that in 2020, the Mexican retail sector included 3,435 supermarkets, 2,484 department stores, and 62,377 specialized stores with most sales generated at traditional markets including small mom-and-pop stores and public markets.

### Food Processing Ingredients Industry

According to the National Institute of Geography ([INEGI](#)), there are 217,245 economic units including offices, manufacturing plants and distribution centers classified as "food and beverage manufacturing and processing". According to the Ministry of Agriculture (SADER) 9.3 million Mexicans work in the generation and transformation of agricultural and fish products.

#### Quick Facts

**Imports of Agricultural Related Products 2020:**  
U.S. \$20 Billion

#### **Top 10 HRI Players:**

- |                           |                             |
|---------------------------|-----------------------------|
| 1. OYO Rooms              | 6. Hilton Worldwide         |
| 2. Grupo Posadas          | 7. Wyndham Hotels & Resorts |
| 3. City Express           | 8. Best Western             |
| 4. IHG Group              | 9. Hoteles Misión           |
| 5. Marriott International | 10. Grupo Real Turismo      |

#### **Top 10 Retail Players (2021) \*:**

- |              |                          |
|--------------|--------------------------|
| 1. Walmart   | 6. Mercado Libre         |
| 2. Oxxo      | 7. Farmacias Guadalajara |
| 3. Soriana   | 8. Costco                |
| 4. Coppel    | 9. The Home Depot        |
| 5. Liverpool | 10. Chedraui             |

\* Source: [Statista](#), based on estimated value of chain retail sales

#### **Products with Potential Growth in Mexico:**

Functional foods, organic foods, products perceived as natural and healthful, plant-based products, alternatives to meat and dairy.

#### **Food and Beverage Trends in Mexico 2020/21:**

Mexicans are increasingly conscious about what is behind the product and brand history, and processing methods. The pandemic only came to highlight these trends and the importance of living a healthy lifestyle and consuming healthy food. Indulgence is also important, creating opportunities for snacks and alcoholic beverages.

#### **GDP/ Population:**

Population: 126 million (2020, Mexico Census)  
GDP: \$20.8 Trillion (2020)  
GDP Real Growth: -8.5% (2020)

#### **Contact Information:**

E- Mail: [AgMexico@usda.gov](mailto:AgMexico@usda.gov)

Or visit FAS Mexico's [website](#) and the FAS [homepage](#).

This report is for informational purposes only, to assist exporters of U.S. food and agricultural products in their sales and promotional efforts in Mexico. It includes information on local business practices, food standards and regulations, consumer preferences, and import procedures. U.S. exporters should take normal commercial precautions when dealing with any potential business contract, including, but not limited to, checking references.

## SECTION I. DETAILED MARKET OVERVIEW

Mexico is the 15<sup>th</sup> largest economy in the world, the second in Latin America, and one of the most important international consumer markets for U.S. products. Overall, Mexico's top trading partner —by far—is the United States. In 2020, 80 percent of all Mexican exports were shipped to the United States. Conversely, U.S.-origin products provided Mexico with 43.4 percent of its total imports.<sup>1</sup> Since the North America Free Trade Agreement (NAFTA) implementation in 1993 until 2019<sup>2</sup> (with USMCA), the total bilateral trade increased from \$88.3 billion to \$614.5 billion. The average exchange rate in 2020 was 21.32 MXP per 1.00 USD.

Mainly due to the COVID-19 pandemic, the Mexican economy contracted 8.5 percent in 2020 – the largest drop in GDP since the 1930s. In 2021, Mexico's economic recovery relied mainly on its vaccination program, U.S. economic growth, and rebounding labor markets.<sup>3</sup> Mexico is expected to grow between five and six percent in 2021, a growth driven primarily by exports. Despite this rebound, analysts do not expect Mexico to recover to pre-pandemic levels until 2023.<sup>4</sup> OECD analysts foresee that “private consumption will strengthen gradually, aided by remittances and the rollout of vaccines.”<sup>5</sup>

According to the National Institute of Geography and Statistics (INEGI), Mexico ranks as the 11<sup>th</sup> most populous country in the world with almost 127 million inhabitants (2020 Census), as well as accounts for world's largest population of Spanish-speakers. The median age of Mexico's population is 29 and 79 percent lives in urban areas. Mexico City is the largest city, followed by Guadalajara, Monterrey, Puebla, Toluca, Tijuana, Ciudad Juárez, and León. Roughly two percent of the population is considered upper class, while 39.2 percent composes the middle class, and 59.13 percent lives below the poverty line.<sup>6</sup>

According to the most recent National Household Income and Expenditure Survey,<sup>7</sup> conducted by INEGI (2020), Mexico's 36 million households average of 3.55 people per household. Most Mexican households have an annual average income of \$9,904 with annual expenses of \$9,332, leaving very little for savings. The main sources of income are employment, income derived from property ownership, social programs, and remittances. Food and beverages account for 38 percent of the household expenses, followed by transportation and communications (18.6 percent), and housing and utilities (11 percent).

Eighty-seven percent of the households consist of family and often include extended family. Ninety-five percent of non-familiar households are unipersonal. Mexican consumers tend to be very family-oriented, and this shows up in their consumption habits. The opinion and approval of family members is

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<sup>1</sup> Source: National Association of Importers and Exporters ([ANIERM](#)).

<sup>2</sup> Source: [El Financiero](#) with data from Mexico's Ministry of Economy.

<sup>3</sup> Source: World Bank [Mexico overview](#) 2021.

<sup>4</sup> Source: Deloitte Insights: [Mexico's Economic Outlook](#).

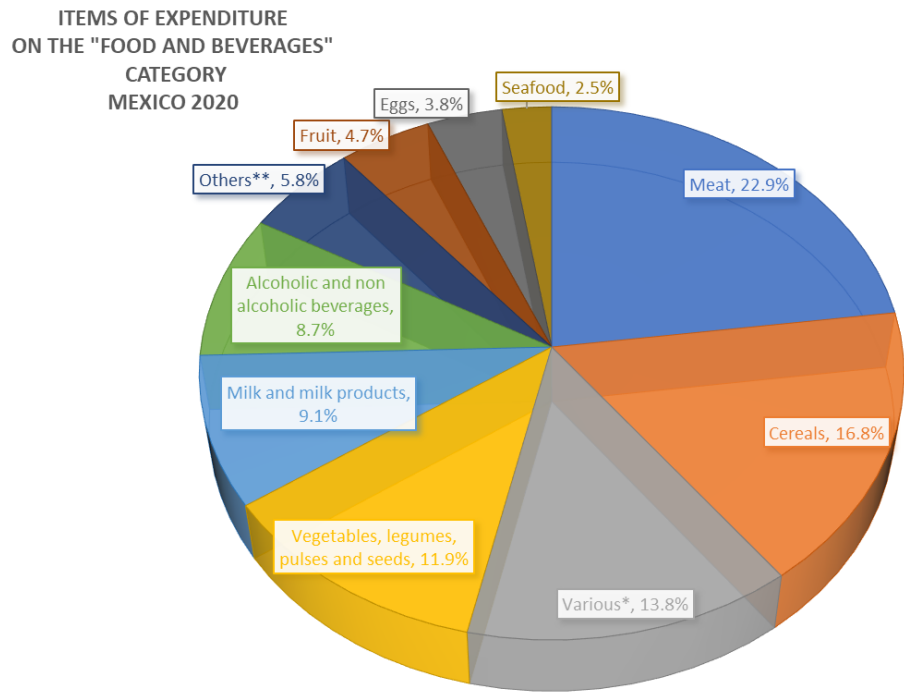
<sup>5</sup> Source: [OECD Mexico's economic snapshot](#).

<sup>6</sup> Source: [INEGI 2021](#).

<sup>7</sup> Source: [INEGI](#) (2020)

important in purchasing decisions. Women in households often make food purchasing decisions based on the family’s needs and preferences. Children are an important part of the decision-making process, and they are considered an important demographic by companies. Millennial consumes increasingly make up single-person households and tend to demonstrate more interest in product information, including brand history, corporate social responsibility initiatives, and production processes.

**Graph 1: 2020 Mexican Food and Beverage Expenditures by Category**



Source: INEGI

In terms of Information and Communication Technologies (ICTs), Mexico is very well connected. There were 84 million internet users<sup>8</sup> in Mexico in 2020 which represents 72 percent of the total population and 88 million cell phone users (76 percent of the total population). Of the internet users, 28 percent said they use internet to make online purchases, including food and beverages.<sup>9</sup>

**Advantages and Challenges for U.S. Exporters in Mexico**

Advantages	Challenges
<ul style="list-style-type: none"> <li>• The United States and Mexico are highly integrated economies and Mexicans are familiar with U.S. business practices.</li> <li>• The proximity of Mexico to the United States, cross-cultural awareness, and</li> </ul>	<ul style="list-style-type: none"> <li>• Violence and crime associated with illicit drugs have a negative economic impact and discourage people from visiting/investing in Mexico.</li> <li>• Mexican consumers are price sensitive; imported products in general are higher in</li> </ul>

<sup>8</sup> Users are considered 6 years or older.  
<sup>9</sup> Source: [INEGI](#)  
 Graphic: \*Various: Includes rice cereal, oatmeal, baby food, fresh mushrooms, custards, jellies, puddings, etc. \*\*Others: Includes tubers, oils and fats, sugar and honey, coffee, tea, chocolate, spices, and seasonings.

Advantages	Challenges
<p>strong bilateral relationships throughout the public and private sectors facilitate trade.</p> <ul style="list-style-type: none"> <li>• The USMCA provides better market access as several terms were updated in terms of customs operations, intellectual property, and anti-corruption measures.</li> <li>• Import procedures are becoming more standardized.</li> <li>• Extensive presence of U.S. industry representatives facilitates the identification of trade opportunities.</li> <li>• Mexican consumers recognize U.S. brands and labels and associate them with high consistent quality and value.</li> <li>• Major retailers are developing increasingly sophisticated distribution systems, which will provide more space and better cold chain technology for high value imports. The pandemic drove consumers to adopt and strengthen digital channels (e-commerce).</li> <li>• Greater knowledge and interest about/in organic and specialized products are opening new product opportunities at retail level; likewise, increased awareness of health issues is creating greater demand for healthier products.</li> <li>• There are several major urban areas, where income is higher, and people tend to look for imported/trending products.</li> <li>• The COVID-19 pandemic brought with it an increase in purchases of basic products (food and beverages) and sanitary products, and a decrease in purchases of non-essential products.</li> </ul>	<p>price. Exchange rate fluctuations have generally made U.S. products more expensive.</p> <ul style="list-style-type: none"> <li>• Transportation and distribution methods inside Mexico are undeveloped in some regions.</li> <li>• Technical barriers and labeling requirements can cause border crossings problems and delays as Mexican import regulations can change rapidly and without notice, and because sometimes these requirements are subject to interpretation of the officers at the border.</li> <li>• Mexico has trade agreements with 46 countries, which means a lot of competition for U.S. products.</li> <li>• Mexican retailers are demanding more locally delivered products, with local servicing and attention.</li> <li>• Local producers and food processors are rising to the challenge of producing quality goods with an increase in variety, learning and adapting to consumer demands.</li> <li>• Mexico exports large volumes of organic produce, offering direct competition to American organic producers.</li> <li>• U.S. business sometimes are not familiar with Mexican business culture. Some products require to educate consumers, which can be time consuming.</li> </ul>

## SECTION II. EXPORTER BUSINESS TIPS

Although the many aspects of Mexican business culture is similar across the country, Mexico is a large and diverse country--what might work in the northern states may not work as well in central or the

southeastern regions. Personal relationships demonstrating professional courtesies are essential to Mexican business relationships. A warm handshake, combined with inquiries about personal well-being, family, or other similar topics prior to launching into any conversation related to business is considered a common courtesy. The concept that “time is money” should be left north of the border, and though Mexican businesses are also conscious of the bottom line, establishing warm relationships are important values many Mexicans and these formalities should be considered before getting down to business.

It is important to visit your potential clients in Mexico. If a current or potential Mexican client visits you in the United States, you are expected to wine and dine him/her. You will be accorded similar treatment when visiting Mexico. Although the COVID-19 pandemic made in-person meetings difficult, these cultural practices are not expected to return as people feel increasingly safe to meet in-person. For more information regarding business culture in Mexico, please visit the U.S. Department of Commerce - Country Commercial Guide with a detailed chapter on Business Culture by visiting this [link](#).

### **Entering the Mexican Market**

U.S. exporters should consider contacting local distributors/importers as an important early step in their efforts to become established in the Mexican market. A good distributor should promote sales and make sure that the imported products are available at points of sale. It is essential to maintain close contact with your respective representative(s), especially regarding changes in import procedures and documentation. For a deeper look, refer to our [video series](#) that walks through some of the different components involved in entering the market. FAS has industry reports available to the public on the USDA Foreign Agricultural Service’s [Global Agricultural Information Network](#) (GAIN).

### **Recommendations**

- Research appropriate business contacts and thoroughly review Mexican import regulations to successfully seize market opportunities and overcome market challenges.
- Consider appointing a broker, or as stated before, consider developing a business relationship with a distributor or importer. Carry out background checks before entering into contractual agreements with potential importers.
- Participate in and/or attend Mexican trade shows, particularly U.S. pavilions organized at selected shows. A list of main trade shows in Mexico is available in Section VI of this report. A trade show can serve to contact local distributors/sales agents, buyers, and businessmen, and to become familiar with local competition. In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products. Another option is state/regionally organized trade missions.
- If no trade shows are of interest, plan a preliminary visit to talk to buyers, retailers, distributors, and other players to prepare a more effective entry strategy.
- Educate consumers about products, especially new-to-market products. Be ready to work with other partners to highlight your product qualities, outside of price: safety standards, freshness, etc.
- Investigate strategies for adapting your product(s) to local preferences; prepare product(s) information/promotional materials in Spanish, and allocated a promotional budget for your product(s).
- Avoid planning your visits/meetings around Mexican holidays (i.e., Holy Week, Christmas).
- Consider that over 30 U.S. agricultural trade associations and organizations implement USDA-funded marketing programs in Mexico. A full list of these associations and organizations can be found [here](#).



- U.S. firms new to exporting may access the [FAS Getting Started](#) webpage for further information.

### **SECTION III. IMPORT FOOD STANDARDS & REGULATIONS/IMPORT PROCEDURES**

Mexico currently has free trade agreements with 46 countries, providing varying levels of market access. Since the implementation of NAFTA in 1994, and now with the USMCA in place, tariffs on U.S. agricultural and food products were gradually eliminated.

Information on import regulations, customs procedures, and other requirements for exporting to the Mexican market are detailed in our annual Food and Agricultural Import Regulations and Standards Report (FAIRS). Please review the latest edition, available at our GAIN, available [here](#).

Please also read the FAIRS “Export Certificate Report – Food and Agricultural Import Regulations and Standards” which provides a list of major export certificates required by the Government of Mexico (GOM) for imports of food and agricultural products, you can access it [here](#).

GAIN also provides reports on other issues such as labelling, import procedures, and updates to customs requirements. Please subscribe to this network to receive timely updates.

If, as suggested before, you work with an importer, he will provide enough initial information for you to assess the market and trade feasibility. It is important to know that, in the case of food and agricultural products, there are various Mexican bodies that have regulatory jurisdiction, depending on the product you want to export. A list of some of these bodies can be found in Appendix 2, at the end of this report.

### **SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS**

#### **Retail Sector**

The National Retailers and Department Stores Associations (ANTAD) reported that in 2020 retail in Mexico comprised 3,435 supermarkets, 2,484 department stores and 62,377 specialized stores. Traditional Trade (public markets, mom & pops, wet markets) remain important in Mexico due to its convenience and tradition, mainly for the middle and low-income population.

Retail (supermarkets, price clubs, convenience stores) adopted an omnichannel strategy to maximize the consumer experience and improve their services at different points of sale. It is common in Mexico to find physical stores and digital platforms, especially after the sanitary emergency caused by COVID-19, all supermarkets developed digital platforms or partnered with delivery apps to reach their customers. Mexico’s main retail chains are [Walmart](#), [Soriana](#), [Chedraui](#) and [Grupo La Comer](#). Regional supermarket chains play an important role as well, such as [Casa Ley](#) (Pacific Coast), [Merza](#) (Central), [Calimax](#) (Baja), [Alsuper](#) (Northeast), and [HEB](#) (Northeast and Central), among others.

For a more specific information and analysis of the Mexican retail sector, please review our latest [Retail Foods GAIN Report](#) (and wait for the next one to be released in June 2022 approximately).

#### **Hotel, Restaurant, Institutional (HRI) Sector**

Tourism in Mexico is one of the main macroeconomic activities, contributing nine percent to overall GDP and employing 6 percent of all remunerated workers in Mexico (2.3 million people of which 50.5

percent are women).<sup>10</sup> In 2019, there were 786,540 tourism related economic units in Mexico. Mexico ranked as the seventh-most<sup>11</sup> visited country in 2020, despite the COVID-19 pandemic, because the Mexican GOM did not restrict international arrivals. Nonetheless, HRI industries did suffer economic losses because of the pandemic. In 2020 only 13 million (average expenditure \$1,033) people visited Mexico, compared to 45 million (average expenditure \$496.26) in 2019. In terms of recovery, the Mexican Secretary of Tourism expects the sector to recover 2019 levels until 2023.<sup>12</sup>

According to the National Restaurant Chamber (CANIRAC), roughly 120,000 restaurants in Mexico went out of business in 2020 following the lockdown due to the COVID-19 pandemic. Many of the restaurants that survived had to adapt by streamlining their menus, partnering with delivery apps, and implementing safety protocols when returning to full dining-in services. Industry key players are [Alsea](#), who operates more than 4200 (fast) food units in Mexico (with 18 brands), followed by [FEMSA-OXXO](#) with 19,997 convenience stores where fast foods are sold. [CMR](#) operates 11 brands casual eating (one signature dining) in Mexico. Micro and small enterprises make up 96 percent of the restaurant industry in Mexico. In part because of a previous trend but driven also by the lockdown and the pandemic, independent operators are moving to virtual restaurants and offering their services via delivery apps, which are increasing its value in the market, offering conveniences to place orders and online payments.

U.S. suppliers continue to enjoy favorable market conditions as American restaurants and hotel chains have operations in Mexico and are well known by Mexican consumers. American products dominate imports, with the main competition coming from local firms. Please refer to our [Food Service - Hotel, Restaurant, Institutional GAIN Report](#) that will guide you in how to access this industry (next report expected to be released by November 2022).

### **Food Processing Sector**

The food processing industry in Mexico is the 11<sup>th</sup> most important globally, and the 3<sup>rd</sup> most important in Latin America after United States and Brazil. According to [INEGI](#), there are 244,291<sup>13</sup> economic units including offices, manufacturing plants and distribution centers under an industry classification of “food and beverage manufacturing and processing”. The food industry employs more than 800,000 workers.

Mexican consumers increasingly demand products that are healthful, convenient, and innovative, food processors are adjusting to seek innovative inputs or, in some cases, establish business relationships with foreign food processors to exchange technological innovation for their knowledge of the market. Although most of the food processing sector in Mexico is dominated by multinational (both domestic and foreign) corporations, there is a large and growing opportunity for small to medium companies to participate in this industry. A more complete and exhaustive analysis of the food processing sector is available in our [Food Processing Ingredients GAIN Report](#). The next report will be out in April 2022.

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<sup>10</sup> Source: [El Economista](#) (September 27, 2021).

<sup>11</sup> This was corrected later to 3<sup>rd</sup>, according to the World Tourism Organization (UNWTO).

<sup>12</sup> Source: [Forbes Mexico](#) (July 9, 2021).

<sup>13</sup> INEGI website consulted on November 19, 2021.



## Market Trends

1. Mexican consumers are aware of what is happening globally thanks to social media and look for same products at their local stores. Social media is the third more common before-purchase contact point in Mexico.<sup>14</sup>
2. Traditional retail sales are changing rapidly due to expansion, consolidation, mergers, and acquisitions.
3. Women in the labor force spend their incomes mainly to support the household. They seek products that ease their domestic chores and frequent stores in convenient locations near to their work or home.
4. Mexicans are loyal to brands and buy them even if the price is slightly higher. This is true mainly for products that are part of their daily life, such as sodas or potato chips. Even if taxes on sweetened beverages are high, or if a product has two or more caution signs (high in sodium, fat, calories, etc.) Mexicans will still buy them.
5. Retail expansion in rural and small communities is creating new markets for consumer products. Urban areas are increasingly adopting e-commerce, which saw a big growth thanks to the pandemic and the forced lockdown Mexicans had to live in for over a year. Grocery and food delivery apps are gaining popularity. Ready-to-eat food delivery apps are also trending and growing because of the pandemic and people not being allowed to dine outside their houses. Prepared or ready-to-eat meal substitutes and products with easy preparation, such as microwavable products or frozen, are also growing. According to the Mexican Association of Online Sales (AMVO), between 2019 and 2020, e-commerce grew 81 percent annually and reached a market value of \$15.8 billion, with a nine percent share in the national retail channel, which in turn increased the demand for delivery, transportation, and logistic services.<sup>15</sup>
6. Mexico has concerns on obesity and cardiovascular diseases, which have been highlighted by the COVID-19 pandemic. The labeling regulations for food and beverage products attempt to discourage calorie intake, mainly of sugar and trans fats. Due to such regulations, manufacturers had to reformulate and resize products.
7. The young population is including more consumption into their lifestyles. Highly influenced by social media, they are looking for new and different products. Growing categories for this target are organic and healthy foods, craft beers, snacks, fast-food restaurants, and casual-dining restaurants.
8. Mexicans like to indulge themselves with premium products. Premium products are mainly for special occasions such as holidays or important celebrations, where extra money is spent on wine and spirits, gourmet, or delicacies.
9. Food processors are increasing their offerings of health and wellness packaged foods, such as breakfast cereals, processed fruits and vegetables, frozen food, and yogurt.
10. Safer packaging options allow children to handle products on their own, and smaller packaging options geared towards younger consumers as well as less affluent consumers are becoming more prevalent.

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<sup>14</sup> Source: [ANTADNet](#) (June 25, 2021).

<sup>15</sup> Source: [El Financiero](#) (November 16, 2021).

## SECTION V. AGRICULTURAL AND FOOD IMPORTS

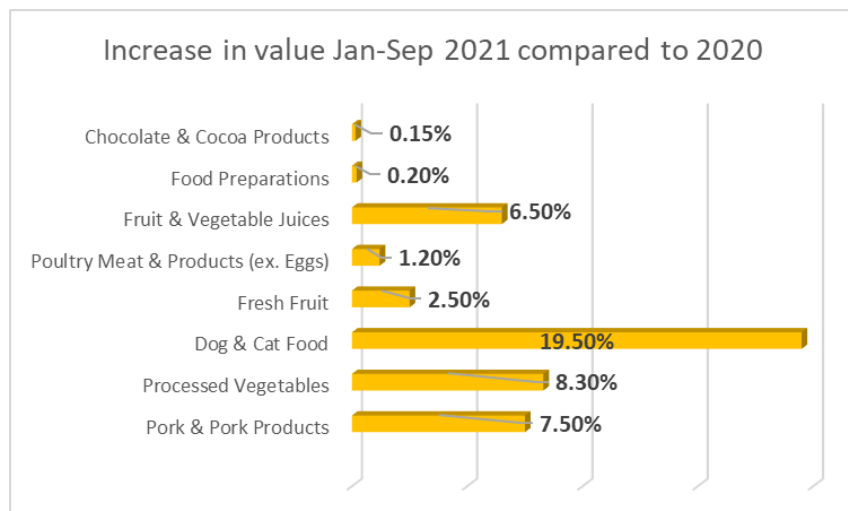
Among consumer-oriented products exported to Mexico in 2020, “Dairy Products” were on top as shown on Table 1, where we have included the top five products. In the appendix section, we have included a more complete table, with the top ten products (in value) exported from the U.S. to Mexico and a few more which have presented the biggest increase in value comparing all of 2020 to Jan-Sep of 2021. The highest growth category until September of this year was “Dog & Cat Food”. Figure 3 shows the highest growing categories in the same comparison period.

**Table 1: U.S. Exports of Agricultural and Related Products to Mexico CY 2016-2021**

#	Product	2020 (In Thousands of dollars)	Compared to Jan-Sep 2021 (In Thousands of dollars)
1	Dairy Products	\$1,401,026.00	\$1,323,601.00
2	Pork & Pork Products	\$1,153,329.00	\$1,240,054.00
3	Poultry Meat & Products (ex. Eggs)	\$983,405.00	\$995,402.00
4	Beef & Beef Products	\$852,708.00	\$767,999.00
5	Food Preparations	\$582,187.00	\$583,295.00
17	Dog & Cat Food	\$ 101,960.00	\$121,931.00

Source: [GATS/ U.S. Exports of Agricultural and Related Products to Mexico](#).

**Graph 2: Increase by Value of top U.S. Product Exports to Mexico (Jan-Sep 2021 vs all 2020)**



Source: [GATS/ U.S. Exports of Agricultural and Related Products to Mexico](#)

**Table 2: Mexico's Top 10 Suppliers of BICO Agricultural and Related Products 2018-2020**

	Partner Country	USD			Market Share %		
		2018	2019	2020	2018	2019	2020
	World	\$31,655,179,935	\$31,966,938,957	\$30,245,394,810	100.00	100.00	100.00
1	United States	\$20,712,701,406	\$20,934,387,003	\$20,016,717,612	<b>65.43</b>	<b>65.49</b>	<b>66.18</b>
2	Canada	\$ 1,971,441,156	\$ 1,834,509,686	\$ 1,784,529,987	6.23	5.74	5.90
3	Ireland	\$ 1,304,591,756	\$ 1,310,823,796	\$ 1,355,666,536	4.12	4.10	4.48
4	Brazil	\$ 770,054,745	\$ 1,176,685,447	\$ 913,008,905	2.43	3.68	3.02
4	Chile	\$ 774,877,912	\$ 774,786,719	\$ 714,813,304	2.45	2.42	2.36
5	China	\$ 814,821,673	\$ 741,406,836	\$ 709,824,877	2.57	2.32	2.35
7	Spain	\$ 478,494,566	\$ 500,179,516	\$ 433,824,672	1.51	1.56	1.43
8	Guatemala	\$ 259,796,756	\$ 251,890,988	\$ 279,129,268	0.82	0.79	0.92
9	France	\$ 224,676,671	\$ 252,417,847	\$ 261,676,695	0.71	0.79	0.87
10	Netherlands	\$ 273,663,063	\$ 265,690,848.00	\$ 258,361,536	0.86	0.83	0.85

Source: Trade Data Monitor

For trade data on U.S. agricultural and related product exports to Mexico, including reports on exports in each main product category, please visit the Global Agricultural Trade System (GATS) at this [link](#).

## SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

The primary mission of the U.S. Agricultural Trade Offices (ATO) in Mexico City and Monterrey is to assist the market development and promotion of U.S. food and agricultural products in the Mexican market. There are a wide variety of activities and services that the ATOs, along with other private sector representatives called “cooperators,” make available to help develop U.S. agricultural interests in Mexico. If you have any questions or comments regarding this report or need assistance exporting U.S. food and beverage products to Mexico, please contact the ATO in Mexico City or Monterrey.

### U.S. Agricultural Trade Office in Mexico City

Liverpool #31, Col. Juarez  
Mexico City, CDMX 06600  
T: +52 (55) 5080-2000 ext. 5282  
E: [AgMexico@usda.gov](mailto:AgMexico@usda.gov)

### U.S. Agricultural Trade Office in Monterrey

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

### Appendix 1: Main Food/Beverages Sector Trade Shows in Mexico

Trade Show	Description	Website
<b>Expo ANTAD</b>	Trade show organized by the National Retailers and Department Stores Association. Takes place annually in Guadalajara.	<a href="https://expoantad.com.mx/">https://expoantad.com.mx/</a>
<b>Expo Café</b>	Trade show related to coffee and coffee shops suppliers. The show has two editions per year: one in Guadalajara and the second one in Mexico City.	<a href="https://www.expocafe.mx/">https://www.expocafe.mx/</a>
<b>Gourmet Show</b>	Trade show related to gourmet products, including new categories like vegan, organic, wines and spirits and chocolate products.	<a href="https://10times.com/gourmet-show-mexico">https://10times.com/gourmet-show-mexico</a>
<b>Expo Cerveza Mexico</b>	Craft beer trade show. Takes place annually in Mexico City.	<a href="https://www.eventseye.com/fairs/f-cerveza-mexico-17566-1.html">https://www.eventseye.com/fairs/f-cerveza-mexico-17566-1.html</a>
<b>Agro Baja</b>	Agricultural and Fishery exhibition. Takes place annually in Mexicali.	<a href="https://www.agrobaja.com/AGGG-4/PAGINA/">https://www.agrobaja.com/AGGG-4/PAGINA/</a>
<b>Expo Carnes y Lácteos</b>	Beef, Pork, Poultry meat and dairy trade show. The event takes place annually in Monterrey.	Postponed to February 2023 <a href="https://www.expocarnes.com/">https://www.expocarnes.com/</a>
<b>Abastur</b>	ABASTUR is the largest business platform in Latin America, bringing together the most important suppliers and buyers for the hotel, restaurant, cafeteria, and catering industry for three days. Presenting the latest trends, technology, and news from this industry.	<a href="https://www.abastur.com/es/home.html">https://www.abastur.com/es/home.html</a>
<b>The Food Tech Summit &amp; Expo</b>	The world of additives, ingredients, food, and beverages, under the same roof.	<a href="https://thefoodtech.com">Food Technology Summit &amp; Expo (thefoodtech.com)</a>

### Appendix 2: Useful websites and GAIN Reports

- International Trade Administration: [Mexico Country Commercial Guide](#)
- FAS homepage (<http://www.fas.usda.gov>)
- [COFEPRIS](#) (Federal Commission for the Protection against Sanitary Risks)
- [SENASICA](#) (National Department of Health, Food Safety and Food Quality)
- [SADER](#) (Mexico's Ministry of Agriculture and Rural Development)
- Mexico's Ministry of [Economy](#)
- Mexico's Customs Authority ([SAT](#))
- Global Agricultural Information Network ([GAIN](#))
  - [Food Service - Hotel Restaurant Institutional](#)
  - [Retail Foods](#)
  - [Exporting Alcoholic Beverages to Mexico - Summary of Process and Requirements](#)
  - [Food Processing Ingredients](#)

### Appendix 3: Additional tables

**Table 1 (complete): U.S. Exports of Agricultural and Related Products to Mexico CY 2016-2021**

#	Product	2020 (In Thousands of dollars)	Compared to Jan-Sep 2021 (In Thousands of dollars)
1	Dairy Products	\$1,401,026.00	\$1,323,601.00
2	Pork & Pork Products	\$1,153,329.00	\$1,240,054.00
3	Poultry Meat & Products (ex. Eggs)	\$983,405.00	\$995,402.00
4	Beef & Beef Products	\$852,708.00	\$767,999.00
5	Food Preparations	\$582,187.00	\$583,295.00
6	Fresh Fruit	\$545,525.00	\$559,461.00
7	Processed Vegetables	\$348,351.00	\$377,331.00
8	Tree Nuts	\$329,533.00	\$260,363.00
9	Bakery Goods, Cereals & Pasta	\$318,441.00	\$275,911.00
10	Condiments & Sauces	\$241,763.00	\$235,656.00
13	Chocolate & Cocoa Products	\$180,741.00	\$180,735.00
17	Dog & Cat Food	\$ 101,960.00	\$121,931.00
22	Fruit and Vegetable Juices	\$53,679.00	\$57,181.00

Source: [GATS/ U.S. Exports of Agricultural and Related Products to Mexico](#).

**Table 3: U.S. Exports of Agricultural and Related Products to Mexico CY 2015-2020**

U.S. Exports of Agricultural and Related Products to Mexico CY 2015-2020 (in millions of dollars)							
Product	2015	2016	2017	2018	2019	2020	% Change 2019-20
<b>Bulk Total</b>	5,363.2	5,698.9	6,186.6	6,554.2	6,427.2	6,132.8	-4.6
<b>Intermediate Total</b>	4,100.7	4,191.1	4,241.9	4,093.0	3,924.4	3,914.6	-0.3
<b>Consumer Oriented Total</b>	8,435.4	8,093.5	8,387.1	8,656.2	9,047.1	8,289.0	-8.4
Beef & Beef Products	1,092.5	977.3	979.1	1,058.3	1,106.6	852.7	-22.9
Pork & Pork Products	1,268.2	1,359.6	1,514.1	1,310.7	1,278.4	1,153.3	-9.8
Poultry Meat & Prods. (ex. eggs)	1,029.0	931.5	932.6	955.8	1,076.8	983.4	-8.7
Meat Products NESOI	96.3	90.9	83.4	86.8	84.4	82.5	-2.2
Eggs & Products	186.4	181.0	169.4	166.1	181.4	191.6	5.7
Dairy Products	1,257.8	1,199.2	1,292.7	1,374.9	1,526.2	1,401.0	-8.2
Fresh Fruit	560.3	501.1	570.4	618.6	610.2	545.5	-10.6
Processed Fruit	119.4	112.0	120.0	125.9	134.5	155.7	15.7
Fresh Vegetables	122.6	100.8	134.1	141.4	193.3	226.6	17.3
Processed	339.9	331.9	341.5	317.4	327.7	348.4	6.3

U.S. Exports of Agricultural and Related Products to Mexico CY 2015-2020 (in millions of dollars)							
Product	2015	2016	2017	2018	2019	2020	% Change 2019-20
Vegetables							
Fruit & Vegetable Juices	63.9	54.2	43.4	46.2	51.6	53.7	4.0
Tree Nuts	269.1	253.3	256.2	370.7	343.0	329.5	-3.9
Confectionery	77.1	94.9	88.3	96.2	100.8	61.5	-39.0
Chocolate & Cocoa Products	236.8	239.1	231.0	218.4	220.9	180.5	-18.3
Bakery Goods, Cereals, & Pasta	321.9	305.3	285.5	305.1	329.0	318.4	-3.2
Food Preparations	511.5	525.9	520.0	571.3	597.0	582.2	-2.5
Condiments & Sauces	218.3	220.6	214.0	215.1	243.0	241.8	-0.5
Non-Alcoholic Bev. (ex. Juices)	163.8	134.8	155.4	143.7	170.3	175.0	2.7
Beer	179.2	160.8	147.6	151.8	58.7	23.4	-60.1
Wine & Related Products	26.0	24.1	22.5	26.9	19.3	17.1	-11.5
Distilled Spirits	47.2	38.1	44.4	60.9	72.0	66.6	-7.5
Nursery Products & Cut Flowers	61.3	58.3	59.9	68.3	76.2	77.1	1.2
Dog & Cat Food	67.1	76.9	85.1	89.7	103.4	102.0	-1.4
Other Consumer Oriented	119.8	121.8	96.6	135.8	142.5	119.4	-16.2
<b>Agricultural Related Products</b>	791.0	810.6	781.1	775.9	781.5	625.8	-19.9
<b>Agricultural Products</b>	17,899.4	17,983.5	18,815.7	19,303.3	19,398.7	18,336.3	-5.5
<b>Agricultural &amp; Related Products</b>	18,690.4	18,794.1	19,596.8	20,079.3	20,180.2	18,962.1	-6.0

Source: [GATS/ U.S. Exports of Agricultural and Related Products to Mexico.](#)

**Attachments:** [BICOCountryMEX 2014-2020.pdf](#)

[National Household Income and Expenditure Survey Mexico 2020 SPANISH.pdf](#)