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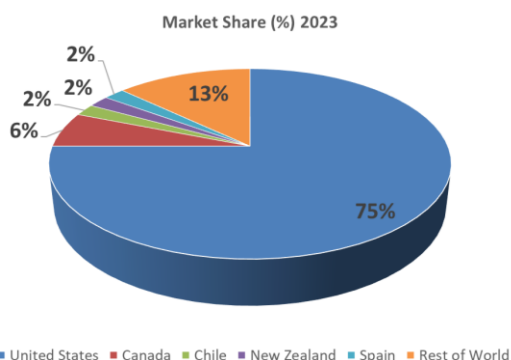
**Approved By:** Jonn Slette

**Report Highlights:**

Mexico was the second largest export market for U.S. agricultural products in 2023, with total U.S. exports valued at \$28.6 billion. Mexico's gross domestic product (GDP) grew by 3.2 percent in 2023, making its economy the 12th largest globally. According to the Government of Mexico (GOM), 37 percent of Mexico's population is middle class, with an aspirational consumer base keen to tap into new food trends. Mexico's hotel, restaurant and institutional (HRI) sectors remains strong, particularly as Mexico continues to be a popular global tourism destination. Mexico's robust food retail sector remains strong, valued at \$82.2 billion in 2022, and offers expanding opportunities for U.S. products. Additionally, Mexico's food processing industry is the second largest in Latin America, behind Brazil, making it a top market for U.S. food processing ingredients.

**Executive Summary:** In 2023, Mexico's GDP grew by 3.2 percent reaching \$1.8 trillion<sup>1</sup> and is forecast to grow an additional 2.8 percent in 2024. Mexico's economy ranked as the world's 12th largest<sup>2</sup> in 2023. The United States is Mexico's top agricultural trading partner with agricultural products bilateral trade reaching \$74 billion in 2023. Last year Mexico was the second largest agricultural international market, with U.S. agricultural exports reaching \$28.6 billion.

**Mexico's Consumer-Oriented Agricultural Imports 2023<sup>3</sup>**



**Food Retail Industry:** In 2022, Mexico's food retail industry reached \$82.2 billion. There are 26 supermarket chains with upwards of 3,800 Mexican stores which include food products among their inventory<sup>4</sup>. Traditional mom & pop stores, public and open-air markets make up nearly 58 percent of the retail sector and distribute primarily local products. In 2022<sup>5</sup>, the retail industry accounted for about 3.3 percent of Mexico's total GDP<sup>6</sup>.

**Food Processing Industry:** Mexico's food processing industry was valued at \$35.8 billion in 2022<sup>7</sup>. In 2023, Mexico imported \$51 billion of food ingredient products, of which 63 percent were sourced from the United States. Mexico's food processing industry is the second largest in Latin America, making it a top destination for U.S. food ingredients. Processed meat, dairy, and baking ingredients including confectionary, sweeteners, and flour, make up the largest sectors within Mexico's food processing industry.

**Food Service Industry:** Mexico's food service market was valued at \$83.1 billion in 2023, with quick service

restaurants being the largest segment in the Mexican food service sector<sup>8</sup>. The industry is highly competitive and includes domestic and international stakeholders.

**Quick Facts CY 2023**

**Mexico Total Imports of Consumer-Oriented Products**

US \$15 billion (Trade Data Monitor LLC)

**List of Top 10 Growth Products in Host Country**

(Trade Data Monitor LLC)

- |                    |                          |
|--------------------|--------------------------|
| 1) Corn            | 6) Essential oils        |
| 2) Pork&pork prod. | 7) Beef&beef prod.       |
| 3) Soybeans        | 8) Poultry meat & prod.  |
| 4) Dairy products  | 9) Soup&other food prep. |
| 5) Forest products | 10) Sugars & sweeteners  |

**Food Industry by Channels (\$U.S. billion)**

Source: Mordor Intelligence, Mexico's Ministry of Agriculture (SADER)

Retail Food Industry (2022)	\$82.2
Food Service-HRI	\$83.1
Food Processing (2022)	\$35.8
Food and Agriculture Exports	\$51.9

**Top 5 Mexico Food Retailers**

- |            |             |
|------------|-------------|
| 1. Walmart | 4. Costco   |
| 2. Oxxo    | 5. Chedraui |
| 3. Soriana |             |

Source: Statista, based on estimated value of chain retail sales

**GDP/Population**

Population (millions): 131 (estimate) 2023

GDP (USD): \$1.8 trillion (World Bank) 2023

GDP per capita (USD): \$11,497 (World Bank) 2022

**Strengths/Weaknesses/Opportunities/Threats**

Strengths	Weaknesses
The U.S.-Mexico economies are highly integrated, and U.S. food trends reach Mexico quickly.	In smaller towns or rural areas, transportation and distribution chains are still underdeveloped.
Opportunities	Threats
The vast presence of U.S. industry and government representatives in Mexico facilitates transactions and the identification of trade opportunities.	Problems at the border (migrant surges, transportation strikes, etc.) cause backlog and can delay clearances.

<sup>1</sup> International Monetary Fund (IMF) [World Economic Outlook database 2023](#)

<sup>2</sup> IMF [World Economic Outlook database 2023](#)

<sup>3</sup> Trade Data Monitor LLC (May 7, 2024)

<sup>4</sup> Does not include Walmart, which alone has 2700 stores in Mexico.

<sup>5</sup> Most recent data.

<sup>6</sup> [IndicANTAD](#)

<sup>7</sup> [Statista](#)

<sup>8</sup> Mordor Intelligence.

## Section I: Market Overview

Mexico was the world's 12th largest economy<sup>9</sup> in 2023, and the second largest in Latin America, according to the International Monetary Fund. The United States was Mexico's top agricultural trading partner in 2023 with U.S.-Mexico bilateral trade totaling \$74 billion, a 3.2-percent increase over 2022.<sup>10</sup> 2023 U.S. agricultural product exports to Mexico totaled \$28.6 billion, making Mexico the second-largest export market for U.S. agricultural products.<sup>11</sup> Mexico's 2023 GDP grew 3.2 percent, reaching \$1.8 trillion, and is forecast to grow an additional 2.8 percent in 2024.

Mexico's current population is roughly 131 million and is expected to reach 148.2 million by 2050. While most Mexicans are 35 years of age or younger (median age is 29), demographic trends continue to indicate that by 2025, most people will be 40 years or older<sup>12</sup>, with more purchasing power. As of 2020, one percent of Mexico's population is high-income, and an additional 37 percent are middle class. About 62 percent of consumers are considered as lower income.<sup>13</sup>

In 2021, 81 percent of the population lived in urban areas<sup>14</sup>, where consumers have the most access to imported goods via supermarkets and a wide variety of restaurants. [Mexico City](#) is the country's largest metropolitan area, followed by [Guadalajara](#) and [Monterrey](#), with secondary cities (Puebla, Toluca, Tijuana, Ciudad Juárez, and León) demonstrating increasing growth potential for U.S. agricultural products. Post publishes market snapshots highlighting export opportunities in Mexican second-tier cities like the ones mentioned above and [Los Cabos](#).

Although Mexican consumers remain price sensitive, an increasing number are shopping for more healthful foods, as well as products perceived as more environmentally friendly. U.S. exporters will find the following trends in the market:

- ✓ **Quality Over Price:** Mexican consumers, particularly among the wealthiest 30 percent, often shop in retail stores and look for high-quality products. According to Mintel<sup>15</sup> findings, one of the world's largest market intelligence agencies, consumers are willing to pay more for tasty products that are healthful and have a reduced environmental impact.
- ✓ **Environmentally Conscious:** Mexican consumers (particularly in urban areas) are increasingly conscious of consumer products' impact the environment. These consumers tend to read labels and look for natural ingredients and sustainability claims when making decisions at the supermarket.
- ✓ **More Healthful Foods:** Although many Mexican consumers maintain a zest for sweets, many are also more aware of the benefits of healthful eating. Low or reduced sugar, added fiber (and other ingredients promoting digestive health), are increasingly popular, particularly among younger consumers. Mexico also claims the most vegetarians, flexitarians, and vegans in Latin America.<sup>16</sup>

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<sup>9</sup> International Monetary Fund (IMF) [World Economic Outlook database 2023](#)

<sup>10</sup> USDA, [Global Agricultural Trade System](#) (GATS)

<sup>11</sup> USDA, [Global Agricultural Trade System](#) (GATS)

<sup>12</sup> [Mexico's demographic situation 2022](#). National Population Council (CONAPO), Government of Mexico.

<sup>13</sup> INEGI 2021 ([Cuantificando la Clase Media en México 2010-2020](#))

<sup>14</sup> [World Bank](#).

<sup>15</sup> [Mintel's 2024 Global Food and Drink Trends](#) and [Ingredient Consumer Food Preference Trends](#).

<sup>16</sup> [Meat Consumption and consumer attitudes in Mexico: can persistence lead to change?](#)

**Table 1: Advantages and Challenges**

Advantages	Challenges
U.S. and Mexican economies are highly integrated, and Mexican companies are familiar with U.S. business practices, brands, and products; and can easily access U.S. products. U.S. exports as perceived as safe and of high quality.	Mexico’s trade agreements with 50 countries create competition for U.S. products. There is also increased competition from local food producers and processors.
Increased disposable income due to the strong peso.	Sanitary/labeling requirements between Mexican and U.S. authorities can be time consuming and require pricey modifications to the product formulas or labels.
The updated U.S.-Mexico-Canada Agreement (USMCA) provides better market access, particularly in terms of customs operations, intellectual property, sanitary requirements, and anti-corruption measures. Consistent investments in equipment and logistics strengthen the supply chain network between both countries.	Logistics in some Mexican small towns and rural areas remain underdeveloped. These rural areas are often affected by violence and high crime rates which can negatively affect commercial activities.
Major retailers have increasingly sophisticated logistics and distribution systems for high-value imports, and most of them have e-commerce options for consumers.	Border issues (both rail and trucks) can delay clearances process and cause backlog.
Aspirational consumers with increasing disposable income, willing to invest in quality good products and new trends.	Some U.S. businesses are still unfamiliar with Mexican business culture or face language barriers. And, some products require consistent consumer education, which can be pricey and time consuming.

**Section II: Exporter Business Tips**

Although many aspects of Mexican business culture are similar throughout the country, Mexico is large and diverse. Therefore, what might work in the northern states may not work as well in central Mexico or in the southeastern states. However, one commonality across the country is the importance of establishing personal relationships. It is important to travel to Mexico and visit potential and existing clients. Additional information on doing business in Mexico, can be found [here](#). See Appendix 2 for a complete chart on the process of how to export to Mexico.

New-to-market U.S. exporters should establish contact with local distributors/importers as their first step in entering the Mexican market. For most products, the Mexican buyers or importers will be responsible for attaining permits, paying fees, and contracting a customs broker to complete the importation process<sup>17</sup>. A good distributor should be aware of local policies (i.e., payment terms and schedules which can vary from company to company) and official regulations that apply to specific products. They should also make sure that the imported products are available at points of sale. It is essential to maintain close contact with in-country representatives, especially regarding changes in import procedures and/or official documentation and requirements. Your counterparts in Mexico should be aware of possible issues such as transportation lapses due to insecurity in highways, problems at the border, etc.

<sup>17</sup> See information from the [U.S. Commercial Service](#)

Logistics is a crucial part of any export process, but especially so in the U.S.-Mexico relationship due to the interdependent nature of our food systems. U.S.-Mexico bilateral agricultural trade is increasingly complex in terms of product diversity, modes of transportation, periods of highest volumes, and ports of entry (POEs). Supply chains at the border are also experiencing commercial growth due to growth in the nearshoring phenomena, which is intensifying traffic through the various commercial POEs across the 2,000-mile land border.

For more information, explore our reports on the U.S. Department of Agriculture (USDA) Global Agricultural Information Network (GAIN) [website](#). Also, consider the following general recommendations:

- Research appropriate business contacts and thoroughly review Mexican import regulations to successfully seize market opportunities and overcome market challenges.
- Identify a reputable broker, distributor, or importer. Conduct background checks before entering into contractual agreements with potential partners.
- Avoid planning visits/meetings around religious and national holidays (*i.e.*, Holy Week, Mexican Independence Day, Christmas, etc.).
- Investigate strategies for adapting your product(s) to local preferences. Prepare product(s) information/promotional materials in Spanish and allocate a promotional budget.
- Utilize agricultural trade associations and USDA funded organizations (cooperators).
- Educate consumers about products, especially new-to-market products. Be ready to work with other partners to highlight your product's safety standards, freshness, quality, etc.

Additionally, for many companies entering or expanding into Mexico, trade shows are an ideal opportunity to gain insight into the Mexican market, establish new contacts and build relationships and get to know Mexico's food trends and infrastructure. Below are key trade shows in Mexico to help U.S. companies break or expand further into the market:

- ✓ [Food Tech Summit & Expo](#): the largest food ingredient and processing show held annually in Mexico City with over 350 exhibitors.
- ✓ [Expo ANTAD: the largest](#) retail trade show in Mexico located in Guadalajara, with match making services available.
- ✓ [ABASTUR](#): Mexico's largest hospitality trade show located in Mexico City.
- ✓ [Expo Cerveza Mexico](#): Showcases Mexico's growing craft beer industry.
- ✓ [Expo Carnes y Lacteos](#): Highlights the meat and dairy industry and takes place every two years in Monterrey, Mexico.

### Section III: Import Food Standards, Regulations and Procedures

Mexico currently has 14 free trade agreements with 50 countries<sup>18</sup>, providing different levels of market access. Since the implementation of the North America Free Trade Agreement in 1994, and the updated USMCA in 2020, tariffs on most U.S. agricultural and food products have been gradually eliminated.

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<sup>18</sup> [Mexico's Ministry of Economy](#).

Information on import regulations, customs procedures, product requirements, labeling issues, import procedures, and other GOM regulations, decrees, agreements and other relevant topics are available via the GAIN system where you will find useful reports such as such as the [Food and Agricultural Import Regulations and Standards \(FAIRS\) Export Certificate](#) and the [FAIRS Country Report Annual](#). Exporters can find information from the U.S. Commerce Department regarding its simplified export process [here](#), and relevant information about USMCA [here](#).

Also, check with your importer regularly on market changes, as they often track the various GOM agencies and their updates to existing requirements or the creation of new ones. A list of some of these agencies can be found on section VI of this report.

## Section IV: Market Sector Structure and Trends

Despite Mexico's economic growth in 2023, inflation averaged 4.7 percent, while food inflation averaged 6.3 percent<sup>19</sup>. Private consumption is strong, and remittances help keep Mexico's economy stable. The average unemployment rate for 2023 was 2.8 percent (the lowest in 18 years) and the minimum wage was MX 207.44 per day (around \$12.20<sup>20</sup>).

### Retail Sector

Mexico's retail sector remains strong and offers a variety of market opportunities for U.S. agricultural exporters. Walmart is the largest retailer in Mexico with 2,863 establishments. However, most Mexican consumers still shop at informal traditional markets (public markets, mom & pops). Mexico's entire retail market was valued at over \$82.2 billion in 2022<sup>21</sup>.

Mexico's top retail chains are [Walmart](#), [Soriana](#), [Grupo Chedraui](#), and [Grupo La Comer](#). Regional supermarket chains play an important role too as do [Costco](#) and [Sam's Club](#). Main regional chains are [Casa Ley](#) (Pacific Coast), [Merza](#) (Central Mexico), [Calimax](#) (Baja California), [Alsuper](#) (Northeast), and [HEB](#) (Northeast, Queretaro, and Aguascalientes). For more information on the Mexican retail sector, please review our latest [Retail Foods Report](#).

### Food Service – Hotel Restaurant and Institutional (HRI) Sector

Mexico's tourism industry is a main economic driver as its beach resorts and colonial cities continue to attract visitors from around the world. In 2023, nearly 22 million international visitors traveled to Mexico (a 22-percent increase over 2022), and is expected to grow in 2024, with over 3.6 million visitors traveling to Mexico in January 2024 alone, spending nearly \$3 million.<sup>22</sup> Mexico was the fourth most visited country in the world in 2023, according to the World Tourism Organization.<sup>23</sup>

According to INEGI, roughly 675,000 Mexican establishments were registered under the food and beverage preparation category in 2022.<sup>24</sup> Industry key players are [Alsea](#) (VIPS, Domino's Pizza, Starbucks), [Gigante](#) (Shake Shack, Tostitos, Panda Express), [Brinker](#) (Chili's), [Carso](#) (Sanborn's) and [DineBrands](#) (Applebee's, IHOP). An important component of Mexican food service is street vendors and other small restaurants. Although many smaller and informal food service outlets tend to use

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<sup>19</sup> [INEGI](#)

<sup>20</sup> Considering an exchange rate of MX17 per USD.

<sup>21</sup> [Statista](#). MXP 1,434,000,000,000 at an exchange rate of 17.44MXP=1USD

<sup>22</sup> [El País](#)

<sup>23</sup> [UNWTO](#)

<sup>24</sup> [INEGI](#)

domestic products, many use imported products occasionally. Most large stakeholders rely on imported U.S. products.

U.S. suppliers continue to enjoy favorable market conditions as American restaurants and hotel chains have operations in Mexico and are well known and well regarded by Mexican consumers. Visit the [Food Service – Hotel Restaurant Institutional Report](#) for a deeper look into this sector.

### **Food Processing Sector**

Mexico’s food processing industry is the second largest in Latin America, behind Brazil. According to INEGI, there are over 244,000<sup>25</sup> economic units including offices, manufacturing plants, and distribution centers classified under ‘food and beverage manufacturing and processing’. Mexican consumers increasingly demand products that are perceived as healthy yet tasty, convenient, and innovative. As a result, food processors seek innovative inputs and look to establish relationships with international and domestic suppliers. Although multinational corporations dominate most food processing in Mexico, there are many small- and medium-sized enterprises also active in this sector. The Mexican food processing industry continues to grow and offers export opportunities for U.S. producers and companies. For more information about this sector, see our [Food Processing Ingredients Report](#).

In terms of which sector offers the most opportunities, Post’s assessment is that Mexico is unique given its close proximity and reliance on bilateral trade, and U.S. exporters can find success across Mexico with due diligence. However, based on their market size, the retail and foodservice sectors would be the most appropriate for new sales.

### **Market Trends**

In addition to the market trends previously mentioned in section I, Post also identified the following:

- **Social Media Influence:** Mexican consumers continue to be active on social media and are aware of what is happening globally. Social media remains a top before-purchase contact point for many Mexicans.
- **Brand Loyalty:** Mexicans are often brand-loyal, even when prices are slightly higher. This is true mainly for daily consumption products (i.e., cereal, sodas, chips, etc.).
- **Petfood:** Mexico continues to be a growing market for petfood as more families are welcoming pets into their homes. According to INEGI<sup>26</sup>, 25 million households are home to 80 million pets (dogs, cats, birds, rabbits, and others) and the “adopt, don’t buy” campaign is stronger than ever, especially among millennials and centennials.
- **E-commerce and Delivery Apps are Still Popular:** E-commerce cemented its presence in Mexico during the pandemic and it remains a staple among urban consumers.

## **Section V: Agricultural and Food Imports**

### **Agricultural and Food Import Statistics**

Mexico’s top agricultural imports worldwide in 2023 are shown below in Table 2. The complete table with the top ten imports is on Appendix 3. There you will see one of the changes from the previous year which is the incursion of “sugars & sweeteners” in the top ten, up from place 15 in 2022, with imports

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<sup>25</sup> [DENEUE INEGI](#)

<sup>26</sup> [ENBIARE INEGI 2021](#)

valued in \$592 million, which means this category saw a 45-percent increase in one year. Another category (not shown in the table), but that saw an increase in the same period is “bakery goods, cereals & pasta”, going from \$660 million in imports in 2022 to \$814 million in 2023, a 23-percent increase (ranked 11th).

**Table 2: Mexico’s top agricultural imports from the world in 2023**

Commodity	Mexico’s Global Imports Value (USD) 2022	Mexico’s Global Imports Value (USD) 2023	Main Supplier 2023	Second Supplier 2023
<b>Corn</b>	\$4.2 billion	\$5.2 billion	United States	Argentina
<b>Pork &amp; Pork Prod.</b>	\$3 billion	\$3.1 billion	United States	Canada
<b>Soybeans</b>	\$2.6 billion	\$2.4 billion	United States	Brazil
<b>Dairy products</b>	\$2.4 billion	\$1.9 billion	United States	New Zealand
<b>Forest products</b>	\$2.4 billion	\$1.7 billion	United States	China

Source: Trade Data Monitor LLC

**Best High-Value, Consumer-Oriented Product Prospects**

Mexico imported \$32 billion<sup>27</sup> of agricultural products worldwide in 2023, a 14-percent increase in value from 2020 when the pandemic started, and a 3-percent increase from 2022. In 2023, \$15 billion (47 percent) of Mexico’s imports were consumer-oriented products.

**Table 3: Top Five Mexico’s Imported Consumer-Oriented Agricultural Products**

Product	Import Value 2022	Import Value 2023	Main suppliers 2023
<b>Pork &amp; pork products</b>	\$3.0 billion	\$3.1 billion	United States Canada Brazil
<b>Dairy products</b>	\$2.4 billion	\$1.9 billion	United States New Zealand Ireland
<b>Beef &amp; beef products</b>	\$965 million	\$1.3 billion	United States Canada Brazil
<b>Poultry meat &amp; products (excl. eggs)</b>	\$1.4 billion	\$1.3 billion	United States Brazil Canada
<b>Soup &amp; other food preparations</b>	\$828 million	\$1 billion	United States Spain China

Source: Trade Data Monitor LLC

<sup>27</sup> Trade Data Monitor LLC consulted June 4, 2024.



**Table 4: 2023 Best Prospects for Consumer-oriented Products and Country of Origin**

Commodity Group		Growth in Imports from 2022 to 2023	Main Suppliers 2023	Imports Value 2023 (USD)
1	BICO-Spices	30 %	<b>World</b> China Sri Lanka Peru	<b>\$223 million</b> \$91 million \$49 million \$39 million
2	BICO-Beef & Beef Products	26 %	<b>World</b> United States Canada Brazil	<b>\$1.3 billion</b> \$ 1 billion \$ 206 million \$ 19 million
3	BICO-Chewing Gum & Candy	24 %	<b>World</b> United States Guatemala China	<b>\$148 million</b> \$99 million \$ 23 million \$15 million
4	BICO-Non-Alcoholic Bev. (ex. juices, coffee, tea)	22 %	<b>World</b> United States France Italy	<b>\$186 million</b> \$171 million \$5 million \$4 million
5	BICO-Bakery Goods, Cereals, & Pasta	19 %	<b>World</b> United States Canada Italy	<b>\$814 million</b> \$552 million \$139 million \$33 million

NOTE: See Appendix 4 below for additional information.

Source: Trade Data Monitor LLC

**Table 5: Top Five Growth Products Imported by Mexico in 2023**

Category	Product HS code and description
<b>Spices</b>	090421 – peppers or genus pimenta 090611 – cinnamon 090422 – pepper or genus pimenta, neither crushed nor ground 090411 – pepper of the genus piper, neither crushed nor ground 090412 – pepper of the genus piper, crushed or ground
<b>Beef &amp; Beef Products</b>	020130 – meat of bovine animals, edible, nesoi, frozen 020629 – offal of bovine animals, edible, nesoi, frozen 020230 – meat of bovine animals, boneless, frozen 020120 – meat of bovine animals, cuts with bone in other than half or whole carcasses, fresh or chilled 160250 – meat or meat offal of bovine animals, prepared or preserved, nesoi
<b>Chewing Gum &amp; Candy</b>	170490 – sugar confectionery (including white chocolate), not containing cocoa, nesoi 170410 – chewing gum, whether or not sugar coated
<b>Non-Alcoholic Bev. (ex. juices, coffee, tea)</b>	220299 – other non-alcoholic beverages (except water, non-alcoholic beer, and items in heading 20.09) 220190 – waters other than mineral or aerated, non-sweetened or flavored nesoi; ice and snow 220210 – waters, including mineral waters and aerated waters, sweetened or flavored 220110 – mineral waters and aerated waters, natural or artificial, not sweetened, or flavored 220291 – beer without alcohol

Category	Product HS code and description
<b>Bakery Goods, Cereals, &amp; Pasta</b>	190590 - bread, pastry, cakes, biscuits, and similar baked products, nesoi, and puddings, whether or not containing chocolate, fruit, nuts, or confectionary 190120 – mixes and doughs for the preparation of bread, pastry, cakes, biscuits, and other bakers’ wares of heading 1905 190532 – waffles and wafers 090531 – cookies (sweet biscuits) 190410 – prepared foods obtained by the swelling or roasting of cereals or cereal products

Source: Trade Data Monitor LLC

## Section VI: Key Contacts and Further Information

<p><b>Agricultural Trade Office Mexico City</b></p> <p>Address: Liverpool 31 Col. Juarez Del. Cuauhtémoc Mexico City, CP 06600</p>	<p>Phone: +52 (55) 5080-2000 ext. 5282</p> <p>Email: <a href="mailto:AgMexico@usda.gov">AgMexico@usda.gov</a> <a href="http://www.fas.usda.gov">http://www.fas.usda.gov</a></p>
<p><b>Agricultural Trade Office Monterrey</b></p> <p>Address: Prol. Av. Alfonso Reyes #150 Col. Valle Poniente Santa Catarina N.L. 66196</p>	<p>Phone: +52 (81) 8047-3100 ext. 3232</p> <p>Email: <a href="mailto:AgMexico@usda.gov">AgMexico@usda.gov</a> <a href="http://www.fas.usda.gov">http://www.fas.usda.gov</a></p>

For information on USDA programs see [here](#). For general information on FAS services consult the [FAS website](#)

**Table 6: GOM Agencies Overseeing Food and Agricultural Trade Policies**

Acronym and Website	Authority	Topics
<a href="#">ANAM</a>	Mexico’s Customs National Agency	Customs authority
<a href="#">COFEPRIS</a>	Federal Commission for the Protection against Sanitary Risks	FDA’s counterpart in Mexico. Depends on the Ministry of Health ( <a href="#">SS</a> )
<a href="#">NOMs</a>	<a href="#">Catalogue of Official Mexican Standards (Normas Oficiales Mexicanas)</a> <a href="#">NOM-051 re product labeling</a>	Available catalogue of all Mexican Standards.
<a href="#">SADER</a>	Mexico’s Ministry of Agriculture and Rural Development	USDA’s counterpart
<a href="#">SAT</a>	Mexico’s Tax Authority	Tax authority
<a href="#">SE</a>	Mexico’s Ministry of Economy	Oversees Mexico’s economy, international trade, small and medium enterprises, Mexico’s trade agreements

<a href="#"><u>SENASICA</u></a>	National Department of Health, Food Safety and Food Quality	Plant health Animal health Food safety
<a href="#"><u>IMPI</u></a>	Mexican Industry of Industrial Property	In charge of brands and patents (registry, permit payments, settling conflicts, etc.)

## Appendix 1

In 2023, Mexico imported \$28.6 billion in agricultural products from the United States (Table 7), with consumer-oriented products being the largest category at \$13 billion.

**Table 7: U.S. Agricultural Exports to Mexico 2019-2023**

Product Category	USD				
	2019	2020	2021	2022	2023
<b>Consumer-Oriented</b>	\$9 billion	\$8 billion	\$11 billion	\$12 billion	\$13 billion
<b>Bulk</b>	\$6 billion	\$6 billion	\$10 billion	\$11 billion	\$10 billion
<b>Intermediate</b>	\$4 billion	\$4 billion	\$5 billion	\$5 billion	\$6 billion
<b>Grand Total</b>	\$19 billion	\$18 billion	\$26 billion	\$28 billion	\$29 billion

Source: USDA Global Agricultural Trade Data (GATS)

## Appendix 2

**Chart 1: Exporting to Mexico**



Source: U.S. Commercial Service Mexico – Simplified Export Process

### Appendix 3

**Table 2: Mexico's Top Ten Agricultural Imports from the World in 2023**

Commodity	Mexico's Global Imports Value (USD) 2022	Mexico's Global Imports Value (USD) 2023	Main Supplier 2023	Second Supplier 2023
<b>Corn</b>	\$4.2 billion	\$5.2 billion	United States	Argentina
<b>Pork &amp; Pork Prod.</b>	\$3 billion	\$3.1 billion	United States	Canada
<b>Soybeans</b>	\$2.6 billion	\$2.4 billion	United States	Brazil
<b>Dairy products</b>	\$2.4 billion	\$1.9 billion	United States	New Zealand
<b>Forest products</b>	\$2.4 billion	\$1.7 billion	United States	China
<b>Essential oils</b>	\$1.8 billion	\$1.5 billion	Ireland	United States
<b>Beef &amp; beef products</b>	\$965 million	\$1.3 billion	United States	Canada
<b>Poultry meat &amp; products</b>	\$1.4 billion	\$1.3 billion	United States	Brazil
<b>Soup &amp; other food preparations</b>	\$828 million	\$1 billion	United States	Spain
<b>Sugars &amp; sweeteners</b>	\$592 million	\$858 million	United States	China

Source: Trade Data Monitor LLC.

### Appendix 4

**Continuation of Table 4: 2023 Best Prospects for Consumer-oriented Products and Country of Origin**

	Commodity Group	Import Growth 2022-2023	Main suppliers 2023	Imports Value 2023 (USD)
<b>6</b>	BICO-Soup & Other Food Preparations	18 %	<b>World</b> United States Spain China	<b>\$1 billion</b> \$913 million \$13 million \$12 million
<b>7</b>	BICO-Dog & Cat Food	17 %	<b>World</b> United States France Spain	<b>\$214 million</b> \$209 million \$5 million \$104 thousand
<b>8</b>	BICO-Chocolate & Cocoa Products	14 %	<b>World</b> United States Canada Germany	<b>\$369 million</b> \$260 million \$46 million \$18 million
<b>9</b>	BICO-Meat Products NESOI	13 %	<b>World</b> United States Canada Spain	<b>\$571 million</b> \$515 million \$39 million \$8 million
<b>10</b>	BICO-Nursery Products & Cut Flowers	13 %	<b>World</b> United States Netherlands Chile	<b>\$126 million</b> \$94 million \$28 million \$2 million

Source: Trade Data Monitor LLC

**Attachments:**

No Attachments