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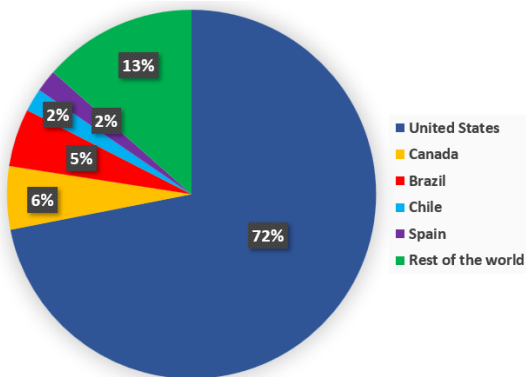
Approved By: Lita Echiverri

Report Highlights:

In 2024, Mexico was the largest market for U.S. agricultural products and the only market to reach over \$30 billion in agricultural exports. Market opportunities continue to expand with U.S. consumer-oriented products increasing by 13 percent. U.S. meat products, food preparation, fresh vegetables and baked goods are among the largest growing food categories. Continued opportunities in the retail and food service sectors, with increased growth in the food processing sector makes Mexico an optimal market for U.S. products. Maintaining a strong grasp of the Mexican import process and business culture and identifying a reputable importer will help U.S. companies maximize market opportunities in Mexico.

Executive Summary: In 2024, Mexico’s gross domestic product (GDP) grew by 1.2 percent reaching \$1.821 trillion¹, with growth expected to slow to 0.2 percent in 2025. Mexico ranked as the 15th largest economy in 2024. Bilateral agricultural trade between Mexico and the United States totaled \$79 billion, an increase of nearly seven percent from 2023. Mexico is the top export market for U.S. agricultural exports, reaching over \$30 billion. Key U.S. exports to Mexico, include meat and meat products, dairy, processed vegetables, and confectionery, continue to show strong market potential.

Mexico’s Consumer-Oriented Agricultural Imports 2024²



Food Retail Industry: Mexico’s retail sector continues to show strong momentum, growing over seven percent in 2024 to surpass \$80 billion. Walmart dominates the landscape through their omni-channel strategy, including a robust e-commerce presence. Other online platforms and grocery delivery apps keep expanding, particularly among middle- and high-income consumers. Key trends include the continued growth of private label products, increasing demand for healthy foods and snacks, confectionery, and pet food. Traditional retail remains strong, with over 50 percent of consumers relying on retail stores for everyday purchases. For more information, please refer to our [Retail Foods](#) report.

Food Processing Industry: Mexico’s food processing industry continues to grow, accounting for approximately four percent of the country’s GDP in 2024. The sector is highly dynamic and relies heavily on U.S. ingredients and inputs. Leading categories include processed meat, dairy, baked good, and confectionery, with major companies such as Grupo Bimbo, Coca-Cola, and Sigma Alimentos shaping industry trends. Mexico’s broad network of trade agreements, well-established logistics infrastructure, population growth, and shifting consumer preferences

make it a strategic market for U.S. food ingredient exports. For a deeper look, please refer to our [report](#) on this sector.

Food Service Industry: Mexico’s food service sector continues to expand, valued at an estimated \$38.28 billion in 2023, with tourism playing a major role in driving demand. Mexico remains heavily reliant on imported food and beverages, with the United States supplying 72 percent of its consumer-oriented product imports in 2024. For more details, please refer to our [Food Service Report](#).

Quick Facts CY 2023/24
2024 Mexican Consumer-Oriented Products Imports *(Trade Data Monitor LLC)*
US \$19.3 billion – from World
US \$13.9 billion – from U.S.
List of Top 10 Growth Products in Host Country 2024 *(Trade Data Monitor LLC)*

1) Corn

6) Poultry Meat & prod.

2) Pork & Pork Prod.

7) Beef & Beef Products

3) Essential Oils

8) Soybeans

4) Dairy Products

9) Sugar & Sweeteners

5) Forest Products

10) Soup & Other Food Preparations

Top 5 Mexico Food Retailers *(Source: Euromonitor)*

1. Walmart

4. Chedraui

2. Oxxo

5. Casa Ley

3. Soriana

GDP/Population
Population *(millions)*: 132.3 (estimate) 2024
GDP 2024 *(USD)*: \$1.821 trillion (estimate)
GDP per capita 2023 *(USD)*: \$13,790 [\(World Bank\)](#)

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Deep U.S.-Mexico economic integration allows U.S. food trends and products to enter the Mexican market rapidly and swiftly.	Price sensitivity may limit demand for premium or niche U.S. products, such as wines, high-end meats, or specialty dairy products.
Opportunities	Threats
Mexico’s growing middle class and interest in imported products, especially healthy, convenience foods, are driving demand for innovative companies seeking to export to Mexico.	Problems at the border (migrant surges, transportation strikes, embargoes, etc.) can delay customs clearance and delivery timelines.

¹ [National Institute of Statistics and Geography](#) (INEGI) estimates for 2024.

² Trade Data Monitor LLC (consulted May 28, 2025)

Section I: Market Overview

Mexico is a dynamic market and ranked the number one trading partner for U.S. agricultural products in 2024. Mexico has the 15th largest economy in the world, although 2024 saw GDP growth slow to 1.2 percent down from 3.1 percent in 2023. Mexico is a top market for U.S. products with a well-integrated supply chain due to Mexico's proximity to the United States, and as spending among the high and upper-middle income levels remains strong and as preferences for U.S. food trends continue to increase.

Bilateral agricultural trade between Mexico and the United States reached nearly US\$79 billion in 2024. U.S. agricultural exports totaled over US\$30 billion (a seven percent increase from 2023), led by corn (US\$5.5 billion), pork (US\$2.6 billion), dairy (US\$2.5 billion), soybeans (US\$2.3 billion), and poultry (US\$1.5 billion).

Domestic consumption remains strong, bolstered by low unemployment rates (2.4 percent), stable inflation (4.2 percent),¹ and record remittances (US\$65 billion in 2024). However, Mexico's a high rate of poverty, informality (53 percent of the economy works in the informal sector), coupled with continued security issues cause social and economic challenges. U.S. exporters should weigh both the market's potential and regional variations in infrastructure, security, and logistics to identify viable, cost-effective entry points and tailor their strategies accordingly.

Demographic Trends

Mexico is the second most populous country in Latin America, with an estimated population of 131 million and projections to reach almost 151 million by 2050.² With a median age of 30 in 2025, Mexico's youthful population is digitally engaged, brand-curious, and increasingly health-conscious, key traits that shape food preferences. Mexican households average 3.43 members and 2.25 income earners.³ Multigenerational living and value-seeking behaviors drive demand for family-sized goods and affordable, high-quality brands. Consumers allocate roughly 38 percent of household income to groceries for at-home dining, and 20 percent to dining out, making both retail and foodservice key channels in the Mexican market and good opportunities for U.S. food products.

Urbanization stands at 80 percent,⁴ concentrated in cities like Mexico City, Monterrey, Guadalajara, and Puebla (and 11 other cities that have more than one million inhabitants). These urban hubs provide U.S. exporters access to middle- and high-income consumers who tend to favor imported and premium foods and are increasingly exposed to global food trends. To support exporters, Post publishes market snapshots highlighting export opportunities in key Mexican cities, available through our Global Agricultural Information Network ([GAIN](#)).

Additionally, Mexico's predominant American expat population, expected to reach nearly 1.6 million in 2025, are settling in high end areas in Mexico City and in cities like San Miguel de Allende and Merida. The increased expat community creates retail opportunities for consumers looking for familiar U.S. brands, premium foods, and international cuisine. Meanwhile, the recovery of tourism and services, post COVID-19, has boosted consumption in key tourist centers, contributing to diversification in the foodservice sector, resulting in potentially further increased opportunities for U.S. exporters.

¹ Source: National Institute of Statistics and Geography ([INEGI](#)).

² Projections from National Population Council (CONAPO).

³ Source: INEGI, 2022 National Survey of Household Income and Expenditures (ENIGH).

⁴ Source: INEGI.

Market and Consumer Trends

Building on these demographic shifts, several key consumer trends are reshaping purchasing habits and creating new avenues for U.S. food and agricultural products in Mexico. Understanding consumer preferences can help U.S. exporters better position their products in the Mexican market.

- **Focus on Health and Wellness:** Mexico is one of the fastest growing markets for nutritional supplements, with a rising demand for low-sodium, low-sugar, plant based, fortified foods, added fiber, probiotics. Although the market is price sensitive, Mexican consumers, particularly young adults entering the job market, are willing to pay more for products with added health benefits.
- **Convenience and Ready-to-Eat Solutions:** Demand for frozen meals, meal kits, and ready-to-eat products is surging, fueled by dual-income households and urban commuting. Food processors continue to innovate with more convenient options tailored to quick, urban lifestyles.
- **Environmentally Conscious Consumption:** Consumers, particularly young adults, are increasingly more conscience of the environment and consuming fresh products. Many prefer purchasing foods with clean ingredients, packaged in material with low environmental impact.
- **Premiumization and Brand Consciousness:** More upper middle- and high-income consumers are willing to pay premium price for quality products, especially name brands with quality ingredients, and specialty foods. This trend is popular among meat, dairy, snacks, beverages, and pet food products.
- **Growth of Pet Ownership and Pet Care Spending:** With 70 percent of Mexican households owning at least one pet (mostly dogs), demand is strong for pet food and care items (such as pet treats), categories where U.S. exporters enjoy a strong reputation for quality and consistency.
- **Digital Engagement and E-commerce Expansion:** Mexican consumers use social media and online platforms to discover, compare, and purchase products, amplifying opportunities for U.S. products to be known, marketed, and distributed more widely.

Table 1: Advantages and Challenges

Advantages	Challenges
Strong understanding of the U.S. business culture and increased awareness of U.S. trends and quality products.	Mexico has free trade agreements with over 50 countries, increasing competition for U.S. exporters. Local producers are also improving quality and at lower prices, especially in processed goods.
Improved customs procedures and transparency. Ongoing investments in logistics strengthen cross-border trade flows and trust in U.S. supply chains.	Sanitary/labeling regulations sometimes differ between U.S. and Mexican authorities. U.S. exporters should prepare for adjustments in formulas, label design, and required documentation to avoid costly delays.

Advantages	Challenges
Larger retailers operate advanced logistics systems and offer robust e-commerce channels, making them ideal entry points for U.S. brands seeking urban market access (80 percent of the population).	Rural areas face logistical bottlenecks and are more vulnerable to crime, hindering distribution. Exporters targeting national reach must work with local partners to overcome these infrastructure gaps.
Aspirational, middle-class consumers seek innovation and premium food experiences. Rising demand for health-conscious, premium, and imported products, where U.S. brands are highly competitive.	Border congestion and customs backlogs can delay perishable shipments. Exporters should maintain flexibility in inventory planning and stay informed about seasonal surges.
A strong peso increases purchasing power for imported goods, favoring U.S. exports of premium and high-value products such as specialty cheeses, high-end meat cuts, or organic products.	Unfavorable exchange rates can reduce the competitiveness of U.S. products.

Section II: Exporter Business Tips

Mexican importers are business savvy and sophisticated, and therefore, it is important that companies practice due diligence and conduct market research. FAS Mexico recommends U.S. exporters, especially those new to exporting, contact their [State Regional Trade Groups](#) (SRTGs) and/or their State Departments of Agriculture to ensure companies are export ready, including understanding the Harmonized System (HS) codes and ensuring compliance with all applicable U.S. regulations (e.g., Food and Drug Administration (FDA) certificates, U.S. Department of Agriculture (USDA) documentation, etc.). Having general knowledge of the Mexican market will prepare companies as they meet with the SRTGs. Additionally, the SRTGs often work in coordination with FAS to conduct activities in the market such as trade missions, marketing campaigns, and promotional events. Exporters are encouraged to participate in these initiatives when possible.

Pre-Export Preparation

- **Ensure regulatory and labelling compliance.** The Mexican government requires food products deemed unhealthy, including products with excess calories, salt and fat, to meet Mexican Official Standards (NOMs) labeling requirements. Verify whether your product is required to include labels. Non-compliance can result in costly delays or port rejections. For example, health and wellness products with unverified nutritional claims may trigger compliance flags.
- **Conduct market research and competitor analysis.** Use FAS GAIN reports, USDA cooperators, and trade groups to assess trends and competitor pricing. A product trending in Mexico City's high-end supermarkets for example, may not have the same success in southern Mexico or in more traditional informal markets. Understanding these differences can help position products accordingly.
- **Select a reputable importer, distributor, or broker.** A capable local partner ensures regulatory compliance and access to key channels.⁵ Vet potential partners carefully. If the buyer is also the importer, clarify in writing who handles customs clearance and documentation. A nationwide distributor can boost market reach and reduce delays.

⁵ See information from the [U.S. Commercial Service](#)

Market Entry & Expansion

- **Plan for logistics, distribution, and delivery performance.** The U.S.-Mexico trade relationship depends on multiple ports of entry and regionally variable logistical conditions. Access to reliable cold chain systems as products are transported and stored is especially critical for perishables, dairy, and meat. Exporters that proactively plan for logistics gain a competitive edge, especially on time and temperature sensitive products.
- **Adapt your product and marketing.** Translate product materials into Spanish and have them reviewed by native Spanish speakers. Translation mistakes can lead to border rejections or cancellations. Tailor packaging and format to the target audience (e.g. snack packs for convenience stores, family sizes for supermarkets).
- **Attend trade shows and build local relationships.** Events like [Food Tech Summit & Expo](#), [Expo ANTAD](#), [ABASTUR](#), [Expo Cerveza Mexico](#), and [Expo Carnes y Lacteos](#) connect exporters with buyers. In-person engagement builds trust, which is essential in Mexico's relationship-driven business culture.
- **Understand business etiquette and regional variations.** Business culture and practices that works in northern Mexico may not work in the south. A distributor in Oaxaca or Veracruz may expect more in-person interaction before doing business. Allocate resources for traveling and avoid scheduling meetings during important holidays, including Christmas and Easter. More information about this can be found [here](#).
- **Monitor policy and regulation updates regularly.** Mexican food laws can change frequently. Review regularly the GAIN system and stay in touch with your importer

Section III: Imported Food Standards, Regulations and Procedures

Building on the general market entry tips previously mentioned, entering the Mexican market requires compliance with different import regulations and procedures. Information on import regulations, customs procedures, product requirements, labeling issues, import procedures, and other Government of Mexico (GOM) regulations, decrees, agreements and other relevant topics are available via the GAIN system where you will find useful reports such as the [FAIRS Country Report Annual](#) and [Food and Agricultural Import Regulations and Standards \(FAIRS\) Export Certificate](#). Information from the U.S. Commercial Service regarding its simplified export process can be found [here](#), and relevant information about the U.S.-Mexico-Canada Agreement (USMCA) can be reviewed [here](#).

Customs Clearance

Mexico's customs clearance is overseen by the Ministry of Finance (SHCP) through the Tax Administration Service (SAT) and the National Customs Agency (ANAM). SAT authorizes customs brokers to manage clearance procedures, and only legally registered Mexican companies can appear in the official Importers' Registry (Padrón de Importadores). This means U.S. exporters must work with a registered Mexican importer to legally bring goods into the country.

The process includes verifying regulatory compliance, submitting documentation, paying applicable duties, and obtaining customs approval. Required documents typically include a commercial invoice, certificate of origin, sanitary or phytosanitary certificates, and other technical and commercial details. The customs broker submits an Import Declaration (Pedimento de Importación) based on this information. Certain products, such as infant formula or processed foods with health claims, may also require prior approval from the Federal Commission for the Protection against Sanitary Risks (COFEPRIS). Importers are responsible for notifying exporters of all documentation and permit requirements. For new-to-market exporters, working with an experienced importer and customs broker is key to avoiding delays, compliance issues, and shipment holds at the border.

Country Language Labeling Requirements

Since October 2020, Mexico has implemented front-of-pack (FOP) nutrition warning labels under revised NOM-051 regulations. Packaged foods high in calories, sugar, sodium, or saturated fat must display black octagonal warning signs to alert consumers. U.S. exporters of processed foods and non-alcoholic beverages must work closely with importers to ensure their Spanish-language labels meet these requirements. Non-compliant products cannot be sold in the Mexican market. New exporters should plan ahead for the time and cost of label design and translation to avoid last-minute problems.

Importers are responsible for informing exporters about labeling requirements. In practice, many U.S. exporters either print Spanish-language labels or coordinate with the importers to apply compliant stickers to items before or upon arrival. Required information includes product name, description, nutrition facts, ingredients (with allergens highlighted), net weight, expiration date (DD/MM/YY), country of origin, and Mexican importer's name and address, all these in Spanish. Please review our [FAIRS Country Report Annual](#) for additional labeling requirements for bulk products and others.

Tariffs and Free Trade Agreements (FTAs)

Mexico is an open market, with 14 free trade agreements across over 50 countries. The most important for U.S. exporters and Mexican buyers is the USMCA, under which almost all U.S. food and agricultural products enter Mexico duty-free, giving them a price advantage, or at least parity with non-FTA countries. A few products still face tariff-rate quotas or transition rules, but overall, the tariff environment remains highly favorable. To benefit from zero tariffs, products must meet USMCA rules of origin. Items that don't qualify, such as processed foods with significant non-North American inputs, may face Mexico's Most-Favored-Nation (MFN) duties, typically 10–20 percent. Failure to claim USMCA benefits can lead to unnecessary costs for importers.

U.S. exporters should also monitor Mexico's Anti-Inflation Decree, which temporarily removes tariffs on select foods from non-FTA countries. The decree has enabled competitors like Brazil and Argentina to gain market share in some categories like poultry and beans, reducing the U.S. advantage. Still, when used strategically, the tariff preferences under USMCA, combined with short supply chains, remain a core strength for U.S. exports.

Trademarks and Patents / Market Research

Protecting intellectual property is critical when entering the Mexican market. U.S. trademarks do not carry legal weight in Mexico, and Mexican law follows a first-to-file system, meaning whoever registers a trademark first gains the rights, regardless of prior use. Cases of "bad-faith" registrations by local entities are not uncommon. To avoid legal disputes, U.S. exporters should register their trademarks early with the [Mexican Institute of Industrial Property](#) (IMPI), ideally before product launch or distribution. Once registered, trademarks offer nationwide protection and can be renewed every ten years. Patents in Mexico are valid for 20 years from the filing date, in line with international norms.⁶ Under USMCA, Mexico has improved its IP legal framework and enforcement tools. However, practical enforcement remains difficult, legal proceedings can be slow, and counterfeit goods are still common. For food exporters, brand names, logos, and even product formulations are valuable assets worth protecting. Early trademark registration and legal counsel for novel or proprietary products can help avoid costly barriers to market entry.

FAS Mexico, in coordination with U.S. agricultural cooperators and SRTGs, provides valuable market research to help exporters understand consumer trends, price points, competitor presence, and channel preferences. These insights can help U.S. companies tailor products, packaging, and messaging for success in Mexico. Exporters should also consult the GAIN system, which includes regularly updated

⁶ Mexico is adhered to the World Trade Organization's [WTO TRIPS Agreement](#).

reports on regulations, market structure, and sector-specific insights. Additional support is available through the U.S. Department of Commerce, which offers tools on Mexican import requirements and business practices. Regular communication with the importer is essential, as they often receive early notice of regulatory updates. Combining consumer research with regulatory awareness will help U.S. suppliers remain competitive and compliant.

Section IV: Market Sector Structure and Trends

Understanding Mexico's import procedures and regulatory landscape is only one part of developing a successful export strategy. Equally important is identifying which segments of the Mexican food industry offer the strongest opportunities, and how emerging consumer trends shape demand in retail, food service, and food processing channels. This section provides introductory context of each sector to guide U.S. exporters in identifying the best market entry strategies.

Mexico's geographic proximity to the United States and integrated supply chains makes all three sectors viable for U.S. exporters. However, the most accessible opportunities for new-to-market companies are typically in the retail and food service sectors, due to their scale, diversification, and familiarity with imported products. Retailers are actively seeking differentiated and health-oriented offerings that keep prices attractive, while food service buyers value high-quality, consistent ingredients for premium menus. Food processors might require more technical specifications and documentation in the beginning but offer long-term potential for ingredient suppliers.

Retail Sector

Mexico's retail sector remains strong, with an estimated value of over US\$85 billion in 2024⁷, and offers a variety of market opportunities for U.S. agricultural exporters. While modern retail continues to expand, more than 50 percent of food purchases in Mexico occur through traditional channels like mom-and-pops and open-air markets. Top national retailers include [Walmart](#), [Soriana](#), [Grupo Chedraui](#), and [Grupo La Comer](#), as well as regional players like [HEB](#), [Casa Ley](#), [Calimax](#), [Alsuper](#), and [Merza](#). Club stores like [Costco](#) and [Sam's Club](#) also play a major role in the mid-to-premium market segment. Hard discount chains like [3B](#) and [Neto](#) are rapidly expanding, especially in price-sensitive areas, offering limited selection of low-cost staple products. They increasingly compete with traditional retail, reshaping the retail landscape for basic food and household items. Their reliance on private-label products also creates opportunities for U.S. ingredient suppliers serving the food processing sector.

Urbanization, social media influence, and evolving lifestyles are increasing consumer interest in healthier, more convenient, and premium food products. Retailers are responding by expanding organic, healthy, and ready-to-cook product lines. Private label is also growing, offering affordable alternatives and often featuring imported U.S. ingredients, which are considered consistent, high-quality, and safe. E-commerce continues to expand, particularly in urban centers, with stores developing their grocery delivery apps and using third-party apps like Uber Eats and Rappi, all becoming integral to the food retail sector. For more information on this sector, please review our latest [Retail Foods Report](#).

Food Service – Hotel Restaurant and Institutional (HRI) Sector

Mexico's food service sector continues to benefit from strong tourism and rising domestic consumption. In 2024, international arrivals reached 45 million, the highest level since 2019. Most visitors came from the United States, Canada, and Argentina, and they typically stay in major hotels and dine at chain restaurants, which often source imported U.S. meat, dairy, condiments, beverages, seafood, wine, and other processed foods. This sustained demand from the hospitality sector reinforces opportunities for U.S. exporters, particularly those offering high-quality, value-added products that align with international visitor expectations.

⁷ [Mordor Intelligence](#)

Mexico's restaurant industry is highly segmented, with over 675,000 registered food and beverage establishments and an estimated 60,000 registered in delivery platforms like Uber Eats. While informal vendors still dominate everyday food consumption, the formal sector includes major players such as [Alsea](#) (VIPS, Domino's Pizza, Starbucks, and soon Chipotle), [Gigante](#) (Shake Shack, Toks, Panda Express), [Brinker](#) (Chili's), [Carso](#) (Sanborn's) and [DineBrands](#) (Applebee's, IHOP). Many of these chains incorporate imported ingredients, particularly U.S. products.

American cuisine and food culture remain highly influential, and emerging trends, such as health-conscious dining and food delivery platforms, continue gaining traction in major cities. These shifts open new opportunities for U.S. exporters of innovative ingredients, convenience foods, and specialty products tailored to evolving consumer preferences. Download our [Food Service – Hotel Restaurant Institutional Report](#) for a deeper look into this sector.

Food Processing Sector

Mexico has the second-largest food processing industry in Latin America, after Brazil, with more than 230,000 companies⁸ manufacturing food and beverages, from multinational firms to local Small and Medium Enterprises (SMEs). Large processors dominate shelf-stable, frozen, and snack foods, while SMEs often lead in artisanal or regional products like cheeses or salsa.

Growing demand for healthier, ready-to-eat, and innovative foods is driving reformulation and product development in the food processing sector. U.S. ingredients are favored for their quality, consistency, and compliance with local regulations. Trends toward sustainability, clean labels, and functional ingredients present strong opportunities for U.S. exporters of premium inputs like natural flavorings, meat cuts, and specialty dairy. Key players such as [Grupo Bimbo](#), [Coca-Cola](#), [Sigma Alimentos](#), and [Gruma](#) lead the market and influence sourcing decisions. This evolving landscape offers U.S. suppliers a strategic opening to provide value-added ingredients, capitalize on reformulation trends, and build long-term relationships with leading processors. For more information about this sector, see our [Food Processing Ingredients Report](#).

Competition Challenges

Despite the United States' position as Mexico's top agricultural supplier, accounting for roughly 72 percent of Mexico's consumer-oriented imports, U.S. products face growing competition from third-country exporters. Canada benefits from similar trade preferences under USMCA and is strong in products like pork and pulses. Brazil and Argentina have gained ground in commodities such as beef, poultry, and black beans, often undercutting U.S. prices. European Union countries (notably Spain and the Netherlands) continue expanding their footprint in premium processed foods, wine, and cheese; Chile and New Zealand remain strong in products like fruit, dairy, and wine. Competitive pressures are expected to intensify as Mexico diversifies its import portfolio, and consumers seek value and novelty in product offerings.

Section V: Agricultural and Food Imports

Mexico remains one of the world's most dynamic importers of agricultural and food products, reflecting strong consumer demand, an expanding middle class, and integration with global supply chains. In 2024, Mexico's total ag and food imports surpassed US\$42 billion,⁹ with bulk (US\$10 billion), intermediate (US\$10 billion), and consumer-oriented (US\$19 billion) categories showing growth from the previous year.

⁸ [DENUE INEGI](#)

⁹ Trade Data Monitor LLC.

The consumer-oriented category saw the largest growth from 2023 with over 26 percent (from US\$15 billion). U.S. exports of consumer-oriented products to Mexico were valued at US\$13.8 billion in 2024. Table 2 shows U.S. products in this category showing the biggest total growth in the last five years (2020-2024) to help U.S. exporters identify where their products align with growing demand and assess potential opportunities.

Table 2: U.S. Consumer-Oriented Products Exports to Mexico, 5-year growth by value (USD)

Commodity Group		Growth in Mexico imports (by value) 2020-2024	Mexico Imports from the U.S. Value 2024 (USD)	Main Competitors in 2024
1	Chewing Gum and Candy	156%	\$119 million	China, Guatemala
2	Dog & Cat Food	134%	\$236 million	France, Spain
3	Pork & Pork Products	108%	\$3 billion	Canada, Brazil
4	Chocolate & Cocoa Products	106%	\$335 million	Canada, Malaysia
5	Processed Vegetables	89%	\$644 million	Canada, Belgium

NOTE: See Appendix 2 for ranks 6-10.
Source: Trade Data Monitor LLC

While the United States remains the dominant supplier across most categories, third-country competitors are increasingly active, and evolving consumer trends are reshaping product demand. This section highlights key trade patterns and opportunities for U.S. exporters to maintain and grow market share. Table 3 shows Mexico’s top agricultural imports from the world in 2024.

Table 3: Mexico’s Top Five Agricultural Imports from the World in 2024

Commodity	Category	Mexico’s Global Imports Value (USD) 2023	Mexico’s Global Imports Value (USD) 2024	Main Supplier 2024	Second Supplier 2024
Corn	Bulk Agricultural	\$ 5.2 billion	\$ 5.24 billion	United States	Argentina
Pork & Pork Prod.	Consumer-oriented	\$ 3.1 billion	\$3.6 billion	United States	Canada
Fragrance and Flavor mixtures	Intermediate Agricultural	\$ 1.5 billion	\$ 2.7 billion	Ireland	United States
Dairy products	Consumer-oriented	\$ 1.9 billion	\$ 2.4 billion	United States	New Zealand
Poultry Meat & Prods.	Consumer-oriented	\$ 1.3 billion	\$ 1.8 billion	United States	Brazil

Source: Trade Data Monitor LLC.

In 2024, Mexico imported US\$30 billion in agricultural products from the United States (Table 3), with consumer-oriented products being the largest category valued at US\$14 billion, with a 11 percent increase from the previous year. Please see Appendix 1 for the BICO table for U.S. agricultural exports to Mexico over the last five years.

Table 4: U.S. Agricultural Exports to Mexico 2020-2024

Product Category	USD				
	2020	2021	2022	2023	2024
Consumer-Oriented	\$8 billion	\$11 billion	\$12 billion	\$13 billion	\$14 billion
Bulk	\$6 billion	\$10 billion	\$11 billion	\$10 billion	\$10 billion
Intermediate	\$4 billion	\$5 billion	\$5 billion	\$5 billion	\$6 billion
Grand Total	\$18 billion	\$26 billion	\$28 billion	\$28 billion	\$30 billion

Source: USDA Global Agricultural Trade Data (GATS)

Table 5 shows the top five consumer-oriented products imports into Mexico by value in 2024. Mexico's top consumer-oriented imports show strong demand for animal proteins and convenient foods. Pork, beef, and chicken help meet local supply gaps and are popular in both households and restaurants. The U.S. is a key supplier because of its pricing, quality, and logistics. Cheese and food preparations are also growing, thanks to diversification in household diets, lifestyles, and more people demanding ready-to-eat or easy-to-cook foods. These categories offer good opportunities for U.S. exporters.

Table 5: Top Five Consumer-Oriented Products Imports into Mexico by 2024 value (USD)

Product	2020	2021	2022	2023	2024
020312 Meat of swine, hams, shoulders, and cuts thereof, with bone in, fresh or chilled	\$1.0 billion	\$1.6 billion	\$2.1 billion	\$2.1 billion	\$2.4 billion
0220130 meat of bovine animals, boneless, fresh or chilled	\$ 632 million	\$ 837 million	\$ 677 million	\$949 million	\$1.1 billion
210690 food preparations nesoi	\$596 million	\$679 million	\$582 million	\$586 million	\$858 million
020714 chicken cuts and edible offal (including livers) frozen	\$239 million	\$438 million	\$380 million	\$476 million	\$812 million
040690 cheese nesoi, including cheddar and colby	\$271 million	\$320 million	\$338 million	\$425 million	\$655 million

Source: Trade Data Monitor LLC

Overall, U.S. exporters are well-positioned to capitalize on Mexico's demand for high-quality, reliable, and value-added food and agricultural products. However, continued success depends on understanding consumer shifts, addressing cost competitiveness, and navigating regulatory and logistical considerations. The growth in categories like dairy, pork, chocolate, and pet food reflects broader themes in this report: health-driven reformulations, convenience, brand familiarity, and the strength of modern retail and foodservice channels. Exporters that align with these trends while leveraging USMCA benefits will remain competitive in this market.

Section VI: Key Contacts and Further Information

Agricultural Trade Office Mexico City

Address: Liverpool 31 Col. Juárez Del.
Cuauhtémoc Mexico City, CP 06600

Phone:

+52 (55) 5080-2000 ext. 5282

Email: AgMexico@usda.gov

<http://www.fas.usda.gov>

Agricultural Trade Office Monterrey

Address: Prol. Av. Alfonso Reyes #150 Col. Valle
Poniente Santa Catarina N.L. 66196

Phone:

+52 (81) 8047-3100 ext. 3232

Email: AgMexico@usda.gov

<http://www.fas.usda.gov>

For information on USDA programs see [here](#). For general information on FAS services consult the [FAS website](#). Government agencies in Mexico are responsible for policies regarding food and imports, said agencies are:

1. Mexico's Customs National Agency [ANAM](#)
2. Federal Commission for the Protection against Sanitary Risks [COFEPRIS](#)
3. Catalogue of Official Mexican Standards (Normas Oficiales Mexicanas) [NOMs](#)
4. Mexico's Ministry of Agriculture and Rural Development [SADER](#)
5. Mexico's Tax Authority [SAT](#)
6. Mexico's Ministry of Economy [SE](#)
7. National Department of Health, Food Safety and Food Quality [SENASICA](#)
8. Mexico's government website regarding TMEC (USMCA) [TMEC website \(USMCA\)](#)
9. Mexican Institute of Industrial Property [IMPI](#)

Appendix 1

Area/Partners of Destination **January - December**
And Commodities Exported **Cumulative To Date Values in Thousands of dollars**

		2020	2021	2022	2023	2024	Jan - Apr 2024	Jan - Apr 2025	
Partner	Product	Value	Value	Value	Value	Value	Value	Value	Period/Period % Change (Value)
Mexico	Agricultural Products	18,343,372	25,465,718	28,466,210	28,316,411	30,191,274	9,968,340	9,741,783	-2
Grand Total		18,343,372	25,465,718	28,466,210	28,316,411	30,191,274	9,968,340	9,741,783	-2

Appendix 2

Continuation of Table 2: U.S. Consumer-Oriented Products Exports to Mexico, 5-year growth by value (USD)

Commodity Group		Growth in Mexico imports (by value) 2020-2024	Mexico Imports from the U.S. Value 2024 (USD)	Main Competitor in 2024
1	Soup & Other Food Preparations	87%	\$1.2 billion	Spain, Italy
2	Bakery Goods, Cereals, & Pasta	84%	\$650 million	Canada, Italy
3	Beef & Beef Products	80%	\$1.3 billion	Brazil, Canada
4	Condiments & Sauces	73%	\$458 million	Spain, Italy
5	Tea	55%	\$68 million	China, Japan

Source: Trade Data Monitor LLC.

Attachments:

No Attachments