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**Report Highlights:**

Mexico was the second largest food and agricultural export market for U.S. exporters in 2021 with exports valued at \$26.5 billion. Mexico's economy grew by 4.8 percent in 2021, following a dramatic 8.1 percent contraction in 2020 due to the pandemic. Recovery is ongoing, underpinned by favorable consumption, Mexico's deep economic integration with its North American neighbors, and the tourist sector's recovery. Its tourism sector is a main macroeconomic driver and contributed 7.1 percent to Mexico's macro economy in 2021. Although the HRI sectors experienced an economic downturn during the pandemic, widespread COVID-19 vaccinations and no remaining mobility restrictions have enabled Mexico's tourism and hospitality sectors to quickly rebound. Mexico's food processing industry is the 12th largest globally, and the third largest in the Americas following the United States and Brazil. Mexico's fast-growing food retail sector continues to offer promising opportunities for U.S. products.

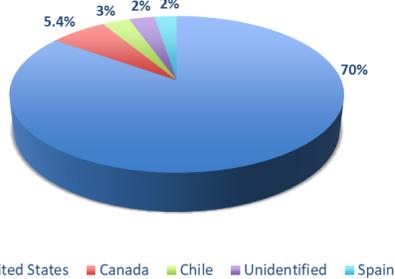
## Market Fact Sheet: Mexico

### Executive Summary

Mexico's economy grew 4.8 percent in 2021 after the dramatic 8.1 percent fall in 2020 due to the pandemic. Growth projections are modest, with 1.8 percent in 2022 and 1.5 in 2023<sup>1</sup>. Recovery is slow but ongoing, underpinned by favorable consumption; exports benefit from a deep integration into global value chains and a gradual recovery of the tourist sector<sup>2</sup>. One of the main challenges for Mexico's economy (as for many other countries) in 2023 will be its high inflation rates. Mexico was the 16<sup>th</sup> largest economy in the world in 2021. Mexico's top trading partner was the United States, buying 82 percent of all Mexican agricultural exports and providing it with 69 percent of its imports<sup>3</sup>.

### Imports of Consumer-Oriented Products

Mexico Imports of Consumer-Oriented Products 2021



Source: Trade Data Monitor – BICO Consumer Oriented Agricultural Total

### Food Processing

According to the National Institute of Geography and Statistics (INEGI), there are 217,320 economic units including offices, manufacturing plants, and distribution centers under the industry classification of “food and beverage manufacturing and processing.” In the second trimester of 2022, this sector contributed \$272.2 million (5.43B MXN) to Mexico's gross domestic product (GDP). Two million people are employed in this industry, of which 51.1 percent are women.

### Food Retail Industry

According to the Mexican Association of Nationwide Retailers (ANTAD), there are 26 supermarket chains with more than 3,323 stores which carry food products throughout the country. Additionally, there are 13 department chains (2,507 stores) and 52 chains of specialized stores (40,813 units). More than 57 percent of the retail market is covered by traditional trade (mom & pop stores, public and open-air markets) which mostly distribute local products. In 2021, the retail industry represented close to 3.2 percent of Mexico's total GDP.

### Quick Facts CY 2021/22

**Imports of Consumer-Oriented Products** (\$US)  
\$15.4 billion (2021, [Trade Data Monitor](#))

### Mexico's most imported agricultural products 2021 (BANXICO)

- |                                |                                |
|--------------------------------|--------------------------------|
| 1. Corn                        | 6. Milk and dairy              |
| 2. Soy seeds                   | 7. Fish and seafood            |
| 3. Wheat                       | 8. Other fresh and dried fruit |
| 4. Other agricultural products | 9. Seeds for sowing            |
| 5. Turnip seeds                | 10. Apples, pears, and quinces |

### Food Industry (\$US) 2020/21

Food Exports ( <a href="#">BANXICO</a> )	\$19,911 million (2021 estimated)
Food Imports ( <a href="#">BANXICO</a> )	\$18,342 million (2021 estimated)
Food Market Revenue ( <a href="#">Statista</a> )	\$213.20 billion (2022)
Retail Revenue of Supermarkets and Convenience Stores ( <a href="#">Statista</a> )	\$65 billion (2020)
Food Market Expected Growth (CAGR 2022-2027) ( <a href="#">Statista</a> )	5.84% (estimated)

### Top 10 Mexico Retailers (2021)

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

\*Supermarkets

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

### Top five sub-sectors in Food Industry in Mexico (2021):

1. Bakery and tortilla making
2. Meat production
3. Beverages\*
4. Dairy production
5. Crushing seeds & oil prod.

\*Alcoholic and non-alcoholic, includes water purifying and bottling

Source: [Statista](#)

### GDP/Population

Population (*millions*): 130 million (2022, [World Bank](#) estimated)

GDP (*billions USD*): \$1.29 trillion ([World Bank](#))

GDP per capita (*USD*): \$ 9,926.4 ([World Bank](#))

### Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
Mexico's economy is highly integrated with that of the United States.	Transportation and distribution methods are underdeveloped in rural areas/smaller towns.
Opportunities	Threats
Extensive presence of U.S. industry and government representatives facilitates the identification of trade opportunities.	Negative impact of violence and crime associated with illicit drugs, discouraging people from investing in/visiting Mexico.

### Data and information sources:

World Bank, OEDC, USDA ERS, Trade Data Monitor, INEGI, ANTAD, BANXICO, Statista.

<sup>1</sup> World Bank.

<sup>2</sup> OEDC, Mexico's economic perspective (June 2022).

<sup>3</sup> USDA ERS

**Disclaimer:** This report is for informational purposes only. It aims to assist exporters of U.S. food and agricultural products in their sales and promotional efforts in Mexico and 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. MARKET OVERVIEW

Mexico is the 16<sup>th</sup> largest economy in the world, the second largest in Latin America, and one of the most important international consumer markets for U.S. products. The United States is Mexico's top trading partner, with total 2021 bilateral trade between both countries achieving a record \$661.1 billion<sup>1</sup>. Mexico's 2021 year-on-year imports from the United States grew by 30 percent over 2020, while exports grew 18 percent<sup>2</sup>. Mexico's 2021 gross domestic product (GDP) was \$1.3 trillion USD according to the World Bank, placing it in the upper-middle income category<sup>3</sup>. The average exchange rate in 2021 was 20.27 MXP per \$1.00 USD.

Mexico's economy contracted 8.5 percent in 2020, the largest drop in GDP since 1930. However, as Mexico's economy rebounded from the COVID-19 pandemic in 2021, its economy grew 4.8 percent, driven primarily by exports and its resurging labor market<sup>4</sup>. However, high inflation, which reached over eight percent in 2022, aggravated by Russia's invasion of Ukraine, have tempered economic GDP growth forecasts to an estimated 1.8 percent for 2022 and 1.5 percent for 2023<sup>5</sup>.

Mexico's current population of roughly 130 million is expected to reach 148.2 million by 2050. While most Mexicans are 35 years of age or younger, demographic trends indicate that by 2050, the majority of Mexico's population will be 40 years or older<sup>6</sup>. In 2021, 81 percent of Mexico's population lived in urban areas<sup>7</sup>. Mexico City is the country's largest metropolitan area, followed by Guadalajara, Monterrey, Puebla, Toluca, Tijuana, Ciudad Juárez, and León. Roughly one percent of the population is considered upper income, while 37.2 percent are middle income, and 62 percent of people live below the poverty line.<sup>8</sup>

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

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<sup>1</sup> Source: [United States Census Bureau](#)

<sup>2</sup> Source: [La Jornada](#) with data from the United States Census Bureau.

<sup>3</sup> Source: [Congressional Research Service](#) September 2022.

<sup>4</sup> Source: [World Bank Mexico overview 2021](#).

<sup>5</sup> Source: [World Bank](#)

<sup>6</sup> [Mexico's demographic situation 2022](#). National Population Council (CONAPO), Government of Mexico.

<sup>7</sup> Source: [World Bank](#).

<sup>8</sup> Source: INEGI 2021 ([Cuantificando la Clase Media en México 2010-2020](#)).

<sup>9</sup> Source: [INEGI](#) (2020)

According to a 2022 study by Ernst & Young<sup>10</sup> on consumption trends in Mexico, higher food prices have made Mexican consumers increasingly price sensitive, which drove demand for bulk products and/or low-cost brands (downtrading. Many Mexicans have resumed the more moderate consumption patterns seen during the COVID-19 pandemic, which tend to prioritize value. According to the Consumer Insights 2022 study by Kantar<sup>11</sup>, following widespread e-commerce use in 2020 and 2021, e-commerce sales contracted in 2022 by 15.8 percent. E-commerce remains used most often by higher income consumers and millennials with young families.

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

Advantages	Challenges
<ul style="list-style-type: none"> <li>• U.S. and Mexican economies are highly integrated, and Mexicans are familiar with U.S. business practices and products.</li> <li>• Shared Mexican and U.S. cultural, historic, and familial ties create and facilitate opportunities for trade.</li> <li>• The United States-Mexico-Canada Agreement (USMCA) updates provide better market access, particularly in terms of customs operations, intellectual property, and anti-corruption measures.</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 consistent high quality and value.</li> <li>• Major retailers have increasingly sophisticated logistics and distribution systems for high-value imports. The pandemic drove the adoption of e-commerce.</li> <li>• Strong demand for organic, functional, and products perceived as healthful are opening new retail and market opportunities.</li> <li>• Urban consumers often look for imported and/or trendy products.</li> </ul>	<ul style="list-style-type: none"> <li>• Violence and crime associated with transnational criminal organizations negatively affect commercial activities and discourage people from visiting/investing in Mexico.</li> <li>• Imported products often cost more and Mexican consumers are price sensitive. The strong dollar makes U.S. products more expensive.</li> <li>• Logistics in some Mexican small towns and rural areas remain underdeveloped.</li> <li>• Mexican technical barriers and labeling requirements can cause delays at the border. Import regulations can change without notice and can be subject to interpretation by border officials.</li> <li>• Mexico’s trade agreements with over 40 countries create competition for U.S. products.</li> <li>• More Mexican food producers and processors can increasingly compete with U.S. imports.</li> <li>• Some U.S. businesses are unfamiliar with Mexican business culture or face language barriers.</li> <li>• Some products require consistent consumer education, which can be pricey and time consuming.</li> </ul>

<sup>10</sup> Source: [Tres Tendencias de Consumo en México](#). EY 2022.

<sup>11</sup> Source: [Kantar Consumer Insights 2022](#)

## SECTION II. EXPORTER BUSINESS TIPS

Although many aspects of Mexican business culture are similar across 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 southern states. Personal relationships and professional courtesies are essential to Mexican business culture. A warm handshake combined with inquiries about personal well-being, family, or other similar topics prior to launching into business-related conversations are common courtesies. 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 share.

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 roll out the red carpet. You will be granted similar treatment when visiting your contacts in Mexico. Following the COVID-19 pandemic, most people/companies have returned to in-person meetings and events. For more information, visit the U.S. Department of Commerce’s Country Commercial Guide and its chapter on [Business Culture](#).

### 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. Also, see publicly available reports on the USDA Foreign Agricultural Service’s [Global Agricultural Information Network](#) (GAIN). Additionally, please consider the following general 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 previously noted, consider developing a business relationship with a distributor or importer. Conduct background checks before entering into contractual agreements with potential partners.
- Participate in and/or attend trade shows in Mexico, particularly U.S. pavilions at selected shows. See Appendix 1 below for a list of primary trade shows in Mexico. A trade show is a good forum to meet local distributors/sales agents, buyers, and to become familiar with local competition. For 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 stakeholders to prepare an effective entry strategy.
- 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.
- Investigate strategies for adapting your product(s) to local preferences. Prepare product(s) information/promotional materials in Spanish and allocate a promotional budget.
- Avoid planning your visits/meetings around Mexican holidays (i.e., Holy Week, Independence Day, Christmas, etc.).

- Consider that over 35 U.S. agricultural trade associations and organizations (cooperators) implement USDA-funded marketing programs in Mexico. A full list of these associations and organizations can be found [here](#).
- Explore the [FAS Getting Started](#) webpage for further information.

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

Mexico currently has 14 free trade agreements (three more in negotiation) with upwards of 50 countries, providing different levels of market access. Since the implementation of the North America Free Trade Agreement (NAFTA) in 1994, and the USMCA in 2020, tariffs on most U.S. agricultural and food products have been gradually eliminated.

Information on import regulations, customs procedures, and other requirements for exporting to Mexico are detailed in our annual Food and Agricultural Import Regulations and Standards report (FAIRS Annual Country Report). Please review the latest edition, available [here](#). Also see the FAIRS “Export Certificate Report Annual” [here](#) for a list of major export certificates for imports of food and agricultural products required by the Government of Mexico (GOM).

[GAIN](#) also provides reports and updates on other issues such as labeling, import procedures, customs requirements, and other GOM regulations, decrees, and agreements. Please subscribe to this network to receive timely updates. Also, check with your importer regularly and market changes, as they often track the various GOM agencies/organizations. A list of some of these bodies can be found below in Appendix 2 of this report.

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

#### **Retail Sector**

According to the National Retailers and Department Stores Associations (ANTAD), in 2022 its members comprised 3,323 supermarkets, 2,507 department stores and 40,813 specialized stores in Mexico. Traditional outlets (public markets, mom & pops, wet markets) also remain important due to their convenience and tradition, mainly for the middle and low-income consumers.

Modern retail (supermarkets, price clubs, convenience stores) seek to maximize the consumer experience and improve their services at different points of sale. It is common in Mexico to find both bricks-and-mortar stores and digital platforms, especially after COVID-19. During the pandemic, 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 also play an important role as well, such as [Casa Ley](#) (Pacific Coast), [Merza](#) (Central), [Calimax](#) (Baja), [Alsuper](#) (Northeast), and [HEB](#) (northeastern and central states), among others. For more specific information and analysis of the Mexican retail sector, please review our latest [Retail Foods Report](#) (updated by June 2023).

#### **Food Service - Hotel, Restaurant, Institutional (HRI) Sector**

Tourism in Mexico is a main macroeconomic driver, contributing 7.1 percent to overall GDP in 2021. Last year, 31.8 million international tourists visited Mexico, mainly to Cancun, the Maya Riviera, and

Los Cabos, and contributed \$18.52 billion to Mexico's economy. According to the World Tourism Organization<sup>12</sup>, Mexico ranked as the second most visited country in 2021. Although the HRI sectors experienced an economic downturn during the pandemic, widespread COVID-19 vaccinations and no remaining mobility restrictions have enabled Mexico's tourism and hospitality sectors to quickly rebound.

According to the National Restaurant Chamber (CANIRAC) and INEGI<sup>13</sup>, there are roughly 641,279 restaurants in Mexico, which represent 12.2 percent of all businesses in the country and employ two million people. Industry key players are Alsea (Domino's Pizza, Starbucks), Gigante (Shake Shack), Carso (Sanborn's) and El Puerto de Liverpool. Most of the restaurants in Mexico (96 percent) are small businesses, employing ten people or less. 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 their value in the market, offering convenience 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 [HRI Report](#) which offers information on this industry (updated by October 2023).

### **Food Processing Sector**

Mexico's food processing industry is the 12<sup>th</sup> largest globally, and the third largest in the Americas following the United States and Brazil. According to INEGI, there are 217,320<sup>14</sup> economic units including offices, manufacturing plants, and distribution centers classified under "food and beverage manufacturing and processing". The food industry employs over 2 million workers. Mexican consumers increasingly demand products that are perceived as healthful, convenient, and innovative. As a result, food processors seek innovative inputs and to establish business international relationships. Although most food processing in Mexico is dominated by multinational corporations, many small- and medium-sized enterprises are also active in this sector. See our [Food Processing Ingredients Report](#) (updated by April 2023).

### **Market Trends**

1. Mexican consumers are actively on social media and are aware of what is happening globally. Social media is a top before-purchase contact point for many Mexicans.<sup>15</sup>
2. Modern retail is changing rapidly due to expansion, consolidation, mergers, and acquisitions. The face of retail is also changing thanks to the increased use of marketplaces such as Amazon and Mercado Libre<sup>16</sup>, although visiting a physical store is still preferred by most Mexican consumers.
3. Women tend to spend mainly to support the household. They seek products that ease their domestic responsibilities and frequent stores in convenient locations near to their work or home.
4. Mexicans are often brand-loyal, even if prices are slightly higher. This is true mainly for products (such as sodas or potato chips) that are part of their daily life.

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<sup>12</sup> Source: [CNN](#) with data from World Tourism Organization (OMT).

<sup>13</sup> Source: [Conociendo la Industria Restaurantera](#). (January 31, 2022).

<sup>14</sup> Source: [INEGI](#)

<sup>15</sup> Source: [ANTADNet](#) (June 25, 2021).

<sup>16</sup> Source: [ANTAD](#) (November 25, 2022).

5. Retail expansion in rural and small communities is creating new markets for consumer products. Urban areas are increasingly adopting e-commerce. Grocery and food delivery apps are popular. Even after the social distancing ended, 65 percent of Mexicans still use food delivery services three times a week<sup>17</sup>.
6. Mexico has concerns about obesity and cardiovascular diseases. The labeling regulations for food and beverage products attempt to discourage calorie intake, mainly of sugar and trans fats. The GOM actively disincentivizes consumption of processed products.
7. Mexico’s young population is highly influenced by social media and looks for new and different products. See Table 2 below for growing Consumer Oriented Product categories.

For additional information on how the market and consumer behavior changed after the pandemic, please consult our report “Mexican Food and Beverage Consumption Following COVID – 2021 Consumer Survey Summary” which you can find [here](#).

## SECTION V. AGRICULTURAL AND FOOD IMPORTS

Mexico imports a variety of U.S. agricultural products (see Tables 1 & 2 below). Among consumer-oriented products exported to Mexico in 2021-2022 “Other Consumer Oriented Products” accounted for the largest among of trade (by value). Beer accounted for the biggest decrease in exports, with a 36 percent decrease from one year to the other. A more complete table can be found below in Appendix 3. Table 3 shows Mexico’s top six suppliers of agricultural and related products over the last three years.

**Table 1: 2017-22 U.S. Agricultural and Related Product Exports to Mexico (USD millions)**

Product	2017	2018	2019	2020	2021	2022 (Jan-Oct)
<b>Bulk Total</b>	6,186.6	6,554.1	6,427.1	6,139.6	9,775.4	9,508.4
<b>Intermediate Total</b>	4,241.9	4,092.9	3,924.4	4,922.0	4,039.7	4,337.9
<b>Consumer Oriented Total</b>	8,387.0	8,656.2	9,047.1	8,288.7	10,753.2	9,860.5
<b>Agricultural Related Products</b>	781.1	775.9	781.6	625.8	1,037.4	1,007.2
<b>Agricultural &amp; Related Products Total</b>	19,596.7	20,079.3	20,180.4	18,969.2	26,488.1	24,714.1

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

**Table 2. 2021-22 Consumer Oriented Product Exports by Value (USD millions)**

<sup>17</sup> Source: [Retailers MX](#) (November 25, 2022)

Product	2021	2021 (Jan-Oct)	2022 (Jan-Oct)	Percent Change
<b>Other Consumer Oriented Products</b>	142.2	115.9	194.6	68
<b>Dairy Products</b>	1,786.3	1,473.0	2,019.0	37
<b>Wine and Related Products</b>	23.6	19.2	26.3	37
<b>Nursery Products &amp; Cut Flowers</b>	87.8	65.1	86.0	32
<b>Distilled Spirits</b>	78.3	62.8	81.3	29
<b>Fresh Vegetables</b>	233.7	190.1	237.5	25
<b>Beer</b>	27.7	24.2	15.5	-36 ↓
<b>Processed Fruit</b>	196.2	163.9	137.7	-16 ↓
<b>Eggs &amp; Products</b>	215.2	185.0	162.1	-12 ↓

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

**Table 3. Mexico's Top 6 Suppliers of BICO Agricultural and Related Products 2019-2021**

Partner Country	USD			Market Share (Percent)		
	2019	2020	2021	2019	2020	2021
<b>World</b>	\$31,966,938,957	\$30,245,394,810	\$40,707,193,949	100.00	100.00	100.00
<b>United States</b>	\$20,934,387,003	\$ 20,016,717,612	\$26,053,152,077	<b>65.48</b>	<b>66.18</b>	<b>64.00</b>
<b>Canada</b>	\$ 1,834,509,686	\$ 1,784,529,987	\$ 2,720,055,114	5.73	5.90	6.68
<b>Brazil</b>	\$ 1,176,685,447	\$ 913,008,905	\$ 1,468,316,219	3.68	3.01	3.60
<b>Ireland</b>	\$ 1,310,823,796	\$ 1,355,666,536	\$ 1,364,501,539	4.10	4.48	3.35
<b>Unidentified</b>	\$ 12,275	\$ 14,739	\$ 1,272,351,489	3.83	4.87	3.12
<b>China</b>	\$ 741,406,836	\$ 709,824,877	\$ 1,091,023,045	2.31	2.34	2.68

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, visit the Global Agricultural Trade System which can be found 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. The ATOs and our cooperator partners make available a wide variety of activities and services 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.-origin agricultural products, foods, beverages, and food processing ingredients to Mexico, please contact the ATO in Mexico City or Monterrey. For all available USDA programs please visit this [website](#). Please review Appendix 3 for useful Mexican government websites and other useful GAIN reports. Please review [FAS Mexico website](#) for a current list of cooperators working in Mexico. Please also consult the [FAS website](#) for more general information on what FAS does for American producers and exporters.

### **ATO 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)

### **ATO 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>	The ANTAD show takes place annually (March) in Guadalajara, Jalisco.	<a href="https://expoantad.com.mx/">https://expoantad.com.mx/</a>
<b>Expo Café</b>	Trade show related to coffee and coffee shops suppliers. It has two annual editions in Guadalajara and 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 categories like vegan, organic, wines and spirits, and chocolate products. Takes place in Mexico City.	<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.cervezamexico.com/">https://www.cervezamexico.com/</a>
<b>Agro Baja</b>	Agricultural and Fishery exhibition. Takes place annually in Mexicali, Baja California.	<a href="https://www.agrobaja.com/AGGG-4/PAGINA/">https://www.agrobaja.com/AGGG-4/PAGINA/</a>
<b>Expo Carnes y Lácteos</b>	Annual beef, pork, poultry meat and dairy trade show in Monterrey, Nuevo León.	<a href="https://www.expocarnes.com/">https://www.expocarnes.com/</a>
<b>Abastur</b>	ABASTUR claims to be the largest HRI show in Latin America. Takes place in Mexico City.	<a href="https://www.abastur.com/es/home.html">https://www.abastur.com/es/home.html</a>
<b>Food Tech Summit &amp; Expo</b>	The world of additives, ingredients, food, and beverages, under the same roof. Takes place in Mexico City.	<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](#)
- [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](#))
- USDA Mexico home Page: <https://mexico-usda.com.mx/about-en/>
- [GAIN](#) example reports:
  - [Food Service - Hotel Restaurant Institutional](#)
  - [Retail Foods](#)
  - [Exporting Alcoholic Beverages to Mexico - Summary of Process and Requirements](#)
  - [Food Processing Ingredients](#)
  - [Mexico Decree to Exempt Select Importers from Payment of Import Duties and to Facilitate Administrative Procedures for Various Products of the Basic Supply Basket](#)

- [Mexico Announces New Anti-Inflationary Program](#)
- [Mexico Detains Products Citing Front-of-Package Labeling Non-Compliance](#)
- [Mexican Food and Beverage Consumption Following COVID- 2021 Consumer Survey Summary](#)

### Appendix 3: 2021-22 Consumer Oriented Products by Value (USD millions)

Product	2021	2021 (Jan-Oct)	2022 (Jan-Oct)	Percent Change
<b>Other Consumer Oriented Products</b>	142.2	115.9	194.6	68
<b>Dairy Products</b>	1,786.3	1,473.0	2,019.0	37
<b>Wine and Related Products</b>	23.6	19.2	26.3	37
<b>Nursery Products &amp; Cut Flowers</b>	87.8	65.1	86.0	32
<b>Distilled Spirits</b>	78.3	62.8	81.3	29
<b>Fresh Vegetables</b>	233.7	190.1	237.5	25
<b>Tree Nuts</b>	333.5	286.8	343.3	20
<b>Condiments &amp; Sauces</b>	320.5	263.6	316.5	20
<b>Pork &amp; Pork Products</b>	1,685.9	1,391.7	1,633.7	17
<b>Food Preparations</b>	770.3	640.6	705.5	10
<b>Dog &amp; Cat Food</b>	164.6	136.1	148.2	9
<b>Bakery Goods, Cereals, &amp; Pasta</b>	394.5	319.4	333.4	4
<b>Non-Alcoholic Bev. (ex. Juices)</b>	211.7	173.7	180.4	4
<b>Meat Products NESOI</b>	78.2	61.7	63.4	3
<b>Processed Vegetables</b>	482.3	409.9	417.5	2
<b>Confectionery</b>	64.0	53.6	52.7	-2

Product	2021	2021 (Jan-Oct)	2022 (Jan-Oct)	Percent Change
<b>Chocolate &amp; Cocoa Products</b>	250.1	212.6	206.3	-3
<b>Poultry &amp; Meat Products (ex. Eggs)</b>	1,326.8	1,106.5	1,055.1	-5
<b>Fresh Fruit</b>	748.2	631.7	602.8	-5
<b>Fruit &amp; Vegetable Juices</b>	72.9	63.1	57.8	-8
<b>Beef &amp; Beef Products</b>	1,057.7	860.9	782.9	-9
<b>Eggs &amp; Products</b>	215.2	185.0	162.1	-12
<b>Processed Fruit</b>	196.2	163.9	137.7	-16
<b>Beer</b>	27.7	24.2	15.5	-36

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

**Attachments:**

No Attachments