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Report Highlights:

Mexico was the third largest agricultural export market for U.S. exporters in 2022, with total agricultural exports valued at nearly \$28.5 billion. Mexico's economy grew by 3.1 percent in 2022, returning to near pre-pandemic levels. Mexico's economic recovery is spurred by the strong peso, continued economic integration with its northern neighbors, and growing hotel, restaurant, institutional (HRI) and food processing sectors. In 2022, over 38 million international tourists visited Mexico, with revenue from tourism totaling over \$26 billion. The HRI sector continues to recover as consumers increase travel and return to their normal dining habits. Mexico remains among the top 15 food processors worldwide, and the third largest in the Americas following the United States and Brazil. Mexico's robust food retail sector offers continued opportunities for U.S. exports.

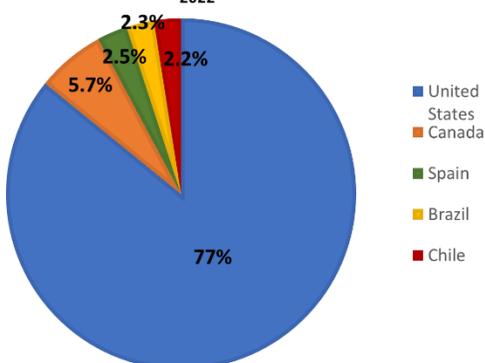
Market Fact Sheet: Mexico

Executive Summary

Mexico's economy grew 3.1 percent in 2022, surpassing all forecasts and placing Mexico almost back to pre-pandemic levels¹. The growth projection for 2023 is 3 percent². The recovery is underpinned by Mexico's solid macroeconomic policies, the dynamism of the U.S. economy, and a high performing manufacturing industry³. One of the main challenges for Mexico's economy in 2024 will continue to be high inflation rates, especially food inflation. Mexico was the 14th largest economy in the world in 2022⁴. Mexico's top agricultural trading partner was the United States, buying 80 percent of all Mexican agricultural exports⁵ and providing it with 70 percent of its agricultural imports⁶.

Imports of Consumer-Oriented Products*

MEXICO IMPORTS OF CONSUMER-ORIENTED PRODUCTS BY MARKET SHARE (%) 2022



Food Processing

According to the Ministry of Economy (SE), there are 217,477 economic units including offices, manufacturing plants, and distribution centers under the industry classification of "Food Industry". In the first trimester of 2023, this sector contributed \$301 million (5.48B MXP) to Mexico's gross domestic product (GDP). Almost two million people are employed in this industry in the first trimester of 2023.

Food Retail Industry

There are 26 supermarket chains with more than 3,333 stores which carry food products throughout the country⁷. Additionally, there are 13 department chains (with 2,524 stores) and 52 chains of specialized stores (with 44,405 stores). More than 57 percent of the retail market in Mexico (worth \$82.2 billion) is covered by traditional trade (mom & pop stores, public and open-air markets) which mostly distribute local products. In 2022, the retail industry represented a little over 3.3 percent of Mexico's total GDP.

Quick Facts CY 2021/22

U.S. Exports to Mexico of Consumer-Oriented Products (USD)

\$12 billion (2022, USDA GATS)

Mexico's Top 10 Imported Agricultural Products from the U.S. 2022 (USDA, GATS)

1. Corn
2. Soybeans
3. Dairy Products
4. Pork & Pork Prod.
5. Wheat
6. Poultry Meat&Prod
7. Beef & Beef Prod.
8. Soybean meal
9. Food Preparations
10. Distillers Grains

Global Mexican Agricultural Sector (\$US)

Mexico's Food Exports (Mexico's Ministry of Agriculture – SADER)	\$50 billion (2022)
Mexico's Food Imports (Mexico's Ministry of Agriculture – SADER)	\$44 billion (2022)
Food Market Revenue (Statista)	\$235 billion (2023)
Food Market Expected Growth (CAGR** 2023-2028) (Statista)	5.99% (estimated)

**Compound Annual Growth Rate

Top Five Mexico Food Retailers (2021)

1. Walmart*
2. Oxxo
3. Soriana*
4. Costco
5. Chedraui

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

Top Five Food Processing Industries 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 2022

Population (millions): 130.1 (2022, estimate)

GDP 2022 (USD): \$1.4 trillion (World Bank)

GDP per capita 2022 (USD): \$11,091 (World Bank)

Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
Mexico's economy is highly integrated with that of the United States.	In some rural areas or smaller towns, the transportation and distribution methods 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.	The negative affects associated with transnational criminal organizations can discourage people from investing in/visiting Mexico.

¹ National Institute of Statistics and Geography (INEGI).

² Bank of Mexico (BANXICO).

³ World Bank.

⁴ World Bank.

⁵ Statista.

⁶ USDA Economic Research Service.

* Trade Data Monitor – BICO Consumer Oriented Agricultural Total

⁷ Does not include Walmart, which alone has 2700 stores in Mexico.

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 entering into any potential commercial contracts, including, but not limited to, checking references.

SECTION 1. MARKET OVERVIEW

Mexico is the 14th largest economy in the world¹, the second largest in Latin America, and one of the most important international consumer markets for U.S. products. The United States was Mexico's top trading partner in 2022 with total bilateral trade between both countries reaching a record \$779 billion,² an 18-percent increase from 2021 (\$660 billion)³. In 2022, U.S.-Mexico bilateral agricultural trade totaled nearly \$72 billion, a 12.5-percent increase over 2021⁴. In the same year, U.S. agricultural exports to Mexico totaled \$28.5 billion, a year-to-year increase of 11 percent⁵. Mexico's 2022 gross domestic product (GDP) was \$1.4 trillion according to the [World Bank](#), maintaining its place in the upper-middle income category. The average exchange rate in 2022 was 20.11 MXP per \$1.00 USD⁶.

The Mexican economy continues to recover after its GDP contracted 8.5 percent in 2020, due to the COVID-19 pandemic. Mexico has almost fully rebounded to pre-pandemic levels after continued growth in 2022, driven primarily by a solid manufacturing industry, macroeconomic policies, and the inertia of the U.S. economy. The Bank of Mexico estimates GDP growth at 3 percent for 2023 and at 2.1 percent for 2024⁷. However, Mexico's upcoming Presidential election in June 2024, coupled with U.S. November elections, the ongoing war in Ukraine, and the armed conflict between Israel and Hamas could impact Mexico's economy.

Mexico's current population is roughly 130 million and is expected to reach 148.2 million by 2050. While most Mexicans are 35 years of age or younger; demographic trends continue to indicate that by 2050, the majority of Mexico's population will be 40 years or older⁸. In 2021, 81 percent of Mexico's population lived in urban areas⁹. Mexico City is the country's largest metropolitan area, followed by Guadalajara, Monterrey, Puebla, Toluca, Tijuana, Ciudad Juárez, and León. One percent of Mexico's population is considered upper income, while 37 percent are middle income, and 62 percent live below the poverty line¹⁰. In 2022, 36.3 percent of the population that lived below the poverty line, earned \$231 (or less) a month.

According to the most recent National Survey of Household Income and Expenditure¹¹ conducted by the National Institute of Statistics and Geography (INEGI, 2022), Mexico's 36 million households average 3.43 people per household. Most Mexican household earn an average of \$14,100 with annual expenses of \$13,392, leaving little leftover for savings. The main sources of income are employment, income derived from property ownership, social programs, and remittances. In 2022, food and beverages

¹ [World Bank](#).

² [United States Census Bureau](#)

³ [U.S. Census Bureau](#) Trade in Goods with Mexico.

⁴ [USDA's Global Agricultural Trade System \(GATS\)](#)

⁵ [USDA's Economic Research Service \(ERS\)](#)

⁶ Bank of Mexico ([BANXICO](#)).

⁷ [Bank of Mexico \(BANXICO\)](#).

⁸ [Mexico's demographic situation 2022](#). National Population Council (CONAPO), Government of Mexico.

⁹ [World Bank](#).

¹⁰ INEGI 2021 ([Cuantificando la Clase Media en México 2010-2020](#)).

¹¹ ENIGH [INEGI](#) (2022)

accounted for 38 percent of household expenditures, followed by transportation and communications (19 percent), and education and leisure (10 percent).

According to a 2022 study by Ernst & Young¹² 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 down. However, in addition to food inflation, another economic factor impacting Mexico’s purchasing power is the strong performance of the Mexican peso against the U.S. dollar. The strong peso has had positive and negative effects on the economy. On one hand, it provides more purchasing power to Mexican buyers, enabling them to buy more imported products. Conversely, the strong peso can reduce Mexican exports to the United States and to the region, negatively affect remittances to Mexican families who rely on assistance from family members living abroad, and continued food price inflation in Mexico. Although forecasts suggest the ‘super peso’ will continue, the impact on Mexico’s economy in the near future remains unclear.

Advantages and Challenges for U.S. Exporters in Mexico

Advantages	Challenges
<ul style="list-style-type: none"> • U.S. and Mexican economies are highly integrated, and Mexicans are familiar with U.S. business practices and products. • During 2022-2023 the “super peso” allowed for U.S. imports to be cheaper, which could favorably influence the volume of imported products. • Shared cultural, historic, geographic, and familial ties create and facilitate opportunities for trade. • The updated United States-Mexico-Canada Agreement (USMCA) provides better market access, particularly in terms of customs operations, intellectual property, and anti-corruption measures. • Extensive presence of U.S. industry and government representatives facilitates the identification of business opportunities. • Mexican consumers associate U.S. brands with consistent high quality and value. • Major retailers have increasingly sophisticated logistics and distribution systems for high-value imports, and most of have e-commerce options. • Consistent logistical investments ensure reliable deliveries, preserving product quality, and strengthening the supply 	<ul style="list-style-type: none"> • Violence and crime negatively affect commerce and can discourage people from visiting/investing in Mexico. • Problems at the border are common and can delay clearances. Migrant surges, transportation strikes (both rail and trucks), and other issues can hinder border operations. All of these can cause border operations to stop or backlog and result in loss of money and time. • Imported products are often more expensive and Mexican consumers are price sensitive. • Logistics in some Mexican small towns and rural areas remain underdeveloped. • Mexican technical barriers and labeling requirements can cause delays at the border. Import regulations can change without notice and sometimes are subject to interpretation by border officials. • Mexico’s trade agreements with over 40 countries create competition for U.S. products. • Increased competition from local food producers and processors. • Some U.S. businesses are still unfamiliar with Mexican business culture or face

¹² [Tres Tendencias de Consumo en México](#). EY 2022.

Advantages	Challenges
<p>chain network between both countries.</p> <ul style="list-style-type: none"> • Urban consumers in the upper- and middle-income ranges often search for (and can afford) imported products. 	<p>language barriers.</p> <ul style="list-style-type: none"> • Some products require consistent consumer education, which can be pricey and time consuming.

SECTION 2. 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 southeastern states. Personal relationships and professional courtesies are essential to Mexican business relationships. A warm handshake combined with inquiries about personal well-being, family, or similar topics prior to starting 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 relationships is something most Mexican businesspeople value.

It is important to visit your potential clients in Mexico. If a current or potential Mexican client visits you in the United States, they will expect you to appropriately roll out the red carpet. You will be granted similar treatment when visiting your contacts in Mexico. For more information, visit the U.S. Department of Commerce’s Country Commercial Guide and its chapter on [Business Customs](#).

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 make you aware of local policies (i.e., payment terms which can vary from company to company) and requirements that apply to your product, as well as 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 (FAS) GAIN [website](#). Additionally, 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. 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, a good option is to use state/regionally organized trade missions. See Appendix 1 for a list of the main food sector trade shows in Mexico.
- 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.
- Avoid planning your visits/meetings around Mexican holidays (i.e., Holy Week, 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.
- Consider that over 45 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](#); they could be a good starting point for your company.
- 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.
- Explore the [FAS Getting Started](#) webpage for further information.

SECTION 3. IMPORT FOOD STANDARDS & REGULATIONS/IMPORT PROCEDURES

Mexico currently has 14 free trade agreements with 50 countries¹³, 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.

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 on market changes, as they often track the various GOM agencies and their updates to existing requirements or the creation of new requirements. A list of some of these agencies can be found in Appendix 2 at the end of this report.

SECTION 4. MARKET SECTOR STRUCTURE AND TRENDS

Retail Sector

According to the National Retailers and Department Stores Associations (ANTAD), as of August 2023, its members comprised of 3,333 supermarkets, 2,524 department stores and 41,405 specialized stores in Mexico¹⁴. Additionally, Walmart had 2,863 stores in Mexico in 2022 and Oxxo has 21,007 stores (Walmart and Oxxo are not members of ANTAD and are not included in ANTAD data). Traditional outlets (public markets, mom & pops, wet markets which are more informal) also remain important due to their convenience and tradition, mainly for the middle and low-income consumers. According to ANTAD, Mexico’s entire retail market was valued at over \$82.2 billion in 2022¹⁵, of which 57 percent stemmed from the traditional outlets.

Modern retail (supermarkets, price clubs, etc.) seek to maximize the consumer experience and improve their services at different points of sale. 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 play an important role

¹³ [Mexico’s Ministry of Economy](#)

¹⁴ [ANTAD](#)

¹⁵ [Statista](#). MXP 1,434,000,000,000 at an exchange rate of 17.44MXP=1USD

too. The main examples of these are [Casa Ley](#) (Pacific Coast), [Merza](#) (Central), [Calimax](#) (Baja), [Alsuper](#) (Northeast), and [HEB](#) (northeast plus Queretaro and Aguascalientes). For more information on the Mexican retail sector, please review our latest [Retail Foods Report](#).

Food Service - HRI Sectors

Tourism in Mexico is one of the main economic drivers, contributing 8.6 percent to overall GDP in 2022¹⁶. According to the Ministry of Tourism (SECTUR), in 2022, Mexico experienced a 20 percent increase in tourism, with a total of 38.3 million international visitors. Revenue from tourism totaled \$26.35 billion, a 43 percent increase from 2021. According to the World Tourism Organization¹⁷ (UNWTO), Mexico ranked as the seventh most visited country in 2022.

Although the HRI sector experienced an economic downturn during the pandemic, the industry has rebounded as travel restrictions, and health-related measures resulting from COVID-19, are no longer an issue. Furthermore, Mexico continues to be a prime destination as people are eager to travel after the pandemic.

According to INEGI, there are roughly 650,000 establishments in Mexico registered under the food and beverage preparation category. Industry key players are [Alsea](#) (VIPS, Domino's Pizza, Starbucks), [Gigante](#) (Shake Shack, Toks, Panda Express), [Brinker](#) (Chili's), [Carso](#) (Sanborn's) and [DineBrands](#) (Applebee's, Ihop). Most key players import U.S. products. On the other hand, an important component of Mexican food service is street vendors and other small restaurants, where the consumer can have an authentic Mexican food experience. Although most smaller restaurants and wholesale markets purchase domestic products, they still may use imported 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. Please refer to our [HRI Report](#) which offers a deeper look into this industry in Mexico.

Food Processing Sector

Mexico's food processing industry ranks among the top 15 globally¹⁸, and the third largest in the Americas, following the United States and Brazil. According to INEGI, there are 217,477¹⁹ economic units including offices, manufacturing plants, and distribution centers classified under "food and beverage manufacturing and processing". The food industry employs 2 million workers²⁰. 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 most food processing in Mexico is dominated by multinational corporations due to the volume they produce, there are many small and medium-sized enterprises also active in this sector. The main companies producing food in Mexico, ranked by their sales in 2022, are shown in Graph 1. The Mexican food processing industry continues to grow and offer export opportunities for U.S. producers and companies. For more information about this sector, see our [Food Processing Ingredients Report](#).

¹⁶ [SECTUR](#)

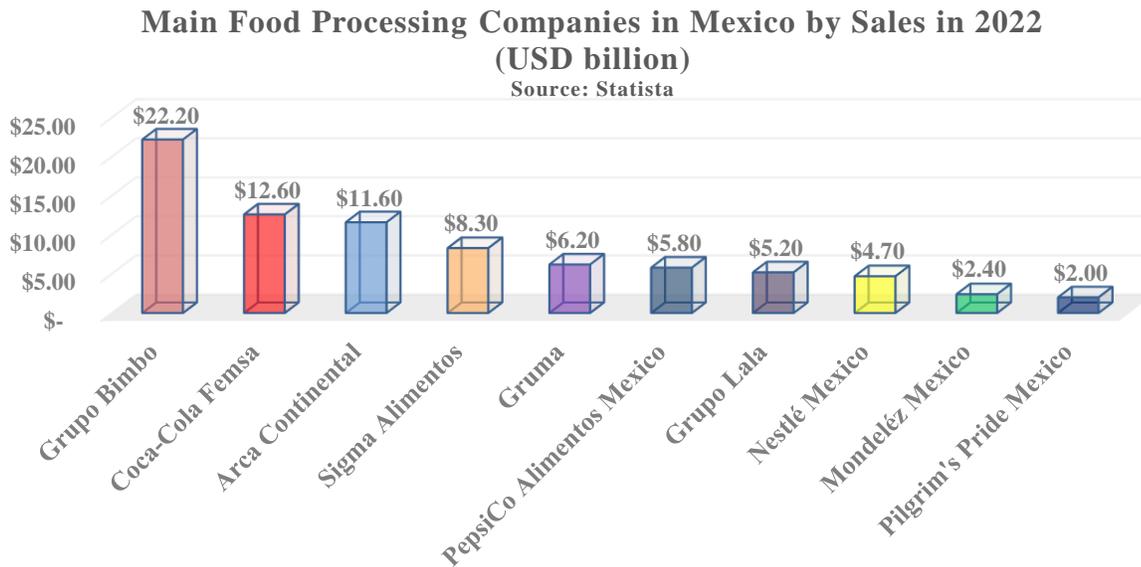
¹⁷ UNWTO Tourism Barometer 2023.

¹⁸ [OEC](#)

¹⁹ [DENUE](#), INEGI

²⁰ Data Mexico, [Ministry of Economy](#).

Graph 1. Main Food Processing Companies in Mexico in 2022.



Market Trends

1. **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.
2. **Brand Loyalty:** Mexicans are usually brand-loyal, even when prices are slightly higher. This is true mainly for products that are part of their daily life (i.e., cereal, sodas, chips, etc.).
3. **Healthful Foods:** Mexicans are becoming more health conscious and taking a closer look at nutritional values. Consumers are looking for new foods and snacks perceived as healthful, including plant-based food options.
4. **Caring for the Environment:** Consumers are becoming more aware of the impacts of food packaging on the environment and are looking for innovative forms of waste reduction, including more ecofriendly packaging.
5. **Petfood:** Mexico continues to be a growing market for petfood as more families are increasingly welcoming pets into their homes.
6. **E-commerce and Delivery Apps are Here to Stay:** During the pandemic, urban areas adopted e-commerce and grocery and food delivery apps became popular. Both ways of purchasing food and beverages remain a staple with most people in urban areas relying on food app services at least once a week.

SECTION 5. AGRICULTURAL AND FOOD IMPORTS

Mexico imports a variety of U.S. agricultural products (see Tables 1 and 2 below). In 2022, Mexico imported more than \$29 billion in agricultural and related products (Table 1), with consumer-oriented products being the largest category (over \$12 billion).

Table 1: 2018-23 U.S. Agricultural & Related Product Exports to Mexico (USD millions)

Product	2018	2019	2020	2021	2022
<i>Agricultural & Related Products</i>	20,079	20,180	18,969	26,487	29,635
Consumer Oriented Total	8,656	9,047	8,289	10,752	12,024
Bulk Total	6,554	6,427	6,140	9,775	11,244
Intermediate Total	4,093	3,924	3,915	4,922	5,183
Agricultural Related Products	776	781	626	1,038	1,184

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

Table 2: 2022-23 Consumer Oriented Product Exports by Value (USD millions)

Product Group	2022	2022 (Jan-Oct)	2023 (Jan-Oct)
<i>Consumer Oriented Total</i>	12,024	8,708	9,445
Dairy Products	2,443	2,019	1,939
Pork & Pork Products	2,042	1,633	1,899
Poultry Meat & Prods. (excl. eggs)	1,255	1,055	1,044
Beef & Beef Products	968	782	976
Food Preparations	854	706	749
Fresh Fruit	735	602	681

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

Table 3: 2022-23 Consumer Oriented Product Exports by Percent Change (USD million)

Product Group	2022	2022 (Jan-Sep)	2023 (Jan-Sep)
Distilled Spirits	107	82	119
Confectionery	65	53	74
Other Consumer Oriented Products	244	195	253

Product Group	2022	2022 (Jan-Sep)	2023 (Jan-Sep)
Fruit & Vegetable Juices	67	58	73
Beef & Beef Products	968	782	976
Beer	25	15	11
Tree Nuts	395	343	273
Wine & Related Products	30	26	23

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

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 (GATS) which can be found at this [link](#). For a complete table of Consumer Oriented Product Exports to Mexico, see the attachments at the end of this report.

Table 4: Mexico’s Top 5 Suppliers of BICO Agricultural and Related Products 2020-2022

Partner Country	USD			Market Share (Percent)		
	2020	2021	2022	2020	2021	2022
United States	\$ 20 billion	\$ 26.4 billion	\$ 24.3 billion	66.18	66.20	71.46
Canada	\$ 1.8 billion	\$ 2.7 billion	\$ 2 billion	5.90	6.80	5.75
Ireland	\$ 1.4 billion	\$ 1.4 billion	\$ 1.6 billion	4.48	3.40	4.60
Brazil	\$ 913 million	\$ 1.5 billion	\$ 1 billion	3.01	3.76	3.01
China	\$ 709 million	\$ 1.1 billion	\$ 969 million	2.34	2.75	2.85

Source: Trade Data Monitor

SECTION 6. 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 in Monterrey.

For all available USDA programs please visit this [website](#). Please review Appendix 2 for useful Mexican government websites and other useful GAIN reports. Please review [FAS Mexico’s website](#) for a current list of cooperators working in Mexico. Please also consult the [FAS website](#) for 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

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

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

Trade Show	Description	Website
Expo ANTAD	The ANTAD show takes place annually (March) in Guadalajara, Jalisco.	https://expoantad.com.mx/
Expo Café	Trade show related to coffee and coffee shops suppliers. It has two annual editions in Guadalajara and in Mexico City.	https://www.expocafe.mx/
Gourmet Show	Trade show related to gourmet products, including categories like vegan, organic, wines and spirits, and chocolate products. Takes place in Mexico City.	https://10times.com/gourmet-show-mexico
Expo Cerveza Mexico	Craft beer trade show. Takes place annually in Mexico City. There is one edition in Guadalajara as well.	Mexico City and Guadalajara
Expo Carnes y Lácteos	Beef, pork, poultry meat and dairy trade show in Monterrey, Nuevo León. Every two years. Next one in February 2025.	https://www.expocarnes.com/
Abastur	ABASTUR claims to be the largest HRI show in Latin America. Takes place in Mexico City.	https://www.abastur.com/es/home.html
Food Tech Summit & Expo	The world of additives, ingredients, food, and beverages, under the same roof. Takes place in Mexico City.	Food Technology Summit & Expo (thefoodtech.com)

Appendix 2. Useful Websites and GAIN Reports

The following websites are provided for the reader convenience. USDA does not endorse, guarantee the accuracy of, or necessarily concur with the information contained on the mentioned sites.

Websites

- 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](#)
- [National Mexico's Customs Agency](#)

- Tax Authority or [SAT](#) (Servicio de Administracion Tributario in Spanish).
- [FAS Mexico's home page](#)

GAIN Reports:

- For more information on the product groups of Table 2 you can review our specific GAIN reports [Dairy and Products Annual Report](#); [Livestock and Products Annual](#), [Poultry and Products Annual](#) and [Fresh Deciduous Fruit Annual](#)
- [Exporting Alcoholic Beverages to Mexico - Summary of Process and Requirements](#)
- [Phase Two Mexico Front of Pack Labeling NOM 051](#)
- [Mexico Detains Products Citing Front-of-Package Labeling Non-Compliance](#)
- [Mexican Food and Beverage Consumption Following COVID- 2021 Consumer Survey Summary](#)
- [Mexico Approves a Decree to Reduce Trans Fats](#)
- [Mexico City Snapshot Report](#)

Attachments: [Standard Query GATS Consumer Oriented Products Exported to Mexico 2018-2022.pdf](#)