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**Report Highlights:**

Puebla is Mexico's fourth largest metropolitan area and an important city for the southeast region, with a strategic location that links the center with the southeast of the country. This report highlights opportunities in a market that, while not traditionally considered one of Mexico's top markets, is dynamic and has strong growth potential. Puebla already maintains trade ties with the United States, and its food processing sector—valued at \$3.1 billion of Mexico's gross domestic product (GDP) in 2022—represents the second most important manufacturing activity in the city and the state. Puebla is the seventh-largest food processing state, underscoring the sector's significance and potential for expansion. This report is part of a series of reports prepared by the Agricultural Trade Offices (ATOs) in Mexico City and Monterrey to provide background on local and regional markets of interest for current and prospective exporters of U.S. agriculture, food and beverage products.

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## I. INTRODUCTION

Mexico's urban centers contribute significantly to the economy, accounting for 80 percent of its gross domestic product (GDP) and nearly 80 percent of its total population. The five largest metropolitan areas in Mexico, in descending order, are Mexico City, Monterrey, Guadalajara, Puebla-Tlaxcala<sup>1</sup>, and Toluca. The Puebla metropolitan area encompasses 39 municipalities —20 in Tlaxcala and 19 in the state of Puebla— boasting a total population of over three million people.

The state of Puebla, with a population of 6.5 million, is situated in Central Mexico, as illustrated in Map 1, along the route connecting Mexico City to the port of Veracruz. This report will focus on its capital, Puebla de Zaragoza, located at an altitude of 7,005ft (2,135 m) with an area of 534.32 km<sup>2</sup> and a population of 1.7 million people<sup>2</sup> (nearly 26 percent of the state's total population). Puebla features a youthful demographic with a median age of 22 years. Other notable cities in the state include Tehuacán, Teziutlán, and Cholula.

The city of Puebla is known for its rich historical significance, its colonial architecture (Puebla is on UNESCO's Intangible Cultural Heritage list since 1987) and traditional gastronomy featuring *chiles en nogada*, *mole poblano*, and *cemitas*. Established in 1531, the city has been the backdrop for pivotal moments in Mexican history, including the Battle of Puebla on May 5, 1862, against the French army, an event that inspires the annual Cinco de Mayo celebrations. Additionally, the city was witness to the attack against the Serdan siblings, a crucial event at the onset of the Mexican Revolution in 1910. The city is also known as Puebla de los Angeles.

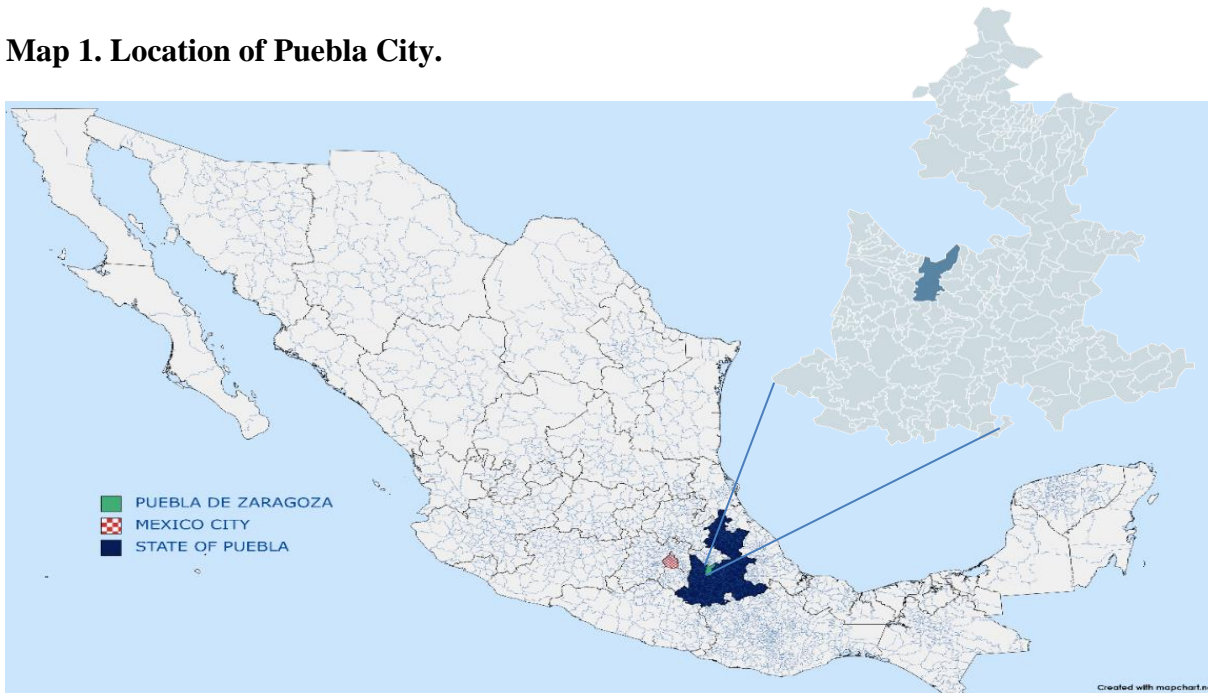
Puebla is situated 129 km east of Mexico City and 401 km west of the port of Veracruz, the most important port on the Atlantic (Gulf of Mexico). Well connected by federal roads and highways, including the Mexico-Cordoba highway (150D), Puebla serves as a vital hub that links the central and southern valleys of Mexico, with the south and southeast region (Veracruz, Tabasco, Guerrero, Oaxaca, Chiapas, Campeche, Quintana Roo, and Yucatan) which is why it is known as “the door to the southeast”. This connectivity makes it a key point for international trade with the United States, Europe and the Caribbean. The port of Veracruz plays a crucial role in exporting agricultural products and importing finished products and raw materials.

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<sup>1</sup> For more information, please go to [Puebla-Tlaxcala metropolitan area](#)

<sup>2</sup> Source: [IMPLAN Puebla](#).

**Map 1. Location of Puebla City.**



In 2022, the state of Puebla accounted for 3.4 percent of Mexico’s total GDP, approximately \$50 billion, making it the tenth largest economy among the country’s 32 states.<sup>3</sup> That same year, the top ten state economies together contributed 66.5 percent of Mexico’s overall GDP. The state’s economy is primarily driven by manufacturing, mainly automotive, textiles and clothing, and food processing, making up 29.33 percent of Puebla’s total economic output.<sup>4</sup> Manufacturing is followed by trade and services, particularly real estate, and tourism. In 2023, Puebla’s leading exports were cars and automotive parts, with the United States being the primary destination for these goods.

As of May 2024,<sup>5</sup> the city of Puebla was home to 95,168 businesses, with 93 percent classified as small enterprises (employing up to 10 people) and just 0.2 percent categorized as large businesses (employing 251 or more people). The primary economic activities of these businesses were trade, which accounted for 42 percent, followed by other services (excluding government offices) at 15 percent, and hotels and restaurants at 13 percent.<sup>6</sup>

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<sup>3</sup> Source: [INEGI](#).

<sup>4</sup> Source: [Mexico Como Vamos](#)

<sup>5</sup> Latest available official data.

<sup>6</sup> Source: [IMPLAN Puebla Capital](#)



Picture 1. Puebla skyline. Source: Google.

In 2023, the municipality of Puebla produced \$3.1 million in vegetables<sup>7</sup> (mainly corn, beans, zucchini, alfalfa, apples, fava beans, and hawthorns). Beef production for 2023 (at municipal level) was \$5.2 million, while pork production totaled \$2.2 million. At the state level, agriculture is a key sector, employing 18 percent of the population, with 91 percent of these workers focused on crop production. Puebla state ranks as the 12<sup>th</sup> largest agricultural producer in Mexico, generating 9.4 million tons of agricultural output — 85 percent from crops, 14.9 percent from livestock, and 0.1 percent from fisheries. On a national scale, Puebla stands out for several products when compared to other states in Mexico (see Table 1).

**Table 1. Puebla State Agricultural Production 2023 (SIAP, SADER)**

Product	National Ranking (2023)	Volume 2023 (tons)
<b>Pear</b>	1	12,671
<b>Amaranth</b>	1	3,136
<b>Eggs</b>	2	475,816
<b>Zucchini</b>	2	71,148
<b>Broccoli</b>	2	50,784
<b>Oranges</b>	3	368,915
<b>Coffee cherry</b>	3	223,603
<b>Pork</b>	3	187,936
<b>Apples</b>	3	34,582
<b>Barley</b>	4	121,365

<sup>7</sup> Exchange rate of 20 pesos per dollar.

Manufacturing plays a crucial role in the city's economy, accounting for 80 percent of its total output, with the automotive industry as the leading sector. Puebla is home to the largest Volkswagen factory outside of Germany, and other major automakers also have a strong presence in the city. Other important manufacturing sectors include textiles and clothing, as well as food processing.

In 2023, Puebla's international sales exceeded \$2 billion across various goods, with 80 percent of them going to the United States.<sup>8</sup> The majority of exports consisted of food products including bread, pastries, cakes, biscuits, chocolates, and salsas, followed by machinery and parts/accessories for motor vehicles. Japan and Canada were the state's next largest international customers that year.<sup>9</sup> On the import side, Puebla's main suppliers were the United States (33 percent), China (21 percent), and Germany (14 percent).

Puebla is strategically located with strong connectivity through national and state highways, linking it to the neighboring states of Hidalgo, Tlaxcala, Veracruz, State of Mexico, Mexico City, Oaxaca, Guerrero and the southeastern region. The city is also served by a commercial airport, the Hermanos Serdan International Airport, which currently offers direct flights to Houston, Texas.

The Interoceanic Corridor of the Isthmus of Tehuantepec<sup>10</sup> (*Corredor Tren Interoceánico del Istmo de Tehuantepec*) is a significant infrastructure project that spans 303 kilometers of railways, connecting the Gulf port of Coatzacoalcos in Veracruz with the Pacific port of Salina Cruz in Oaxaca. Many in Puebla's business community see this corridor as a potential catalyst for economic development. Given Puebla's strategic location to the northwest of the corridor, the city could serve as a key hub to better connect Mexico's southeast with its central and northern regions.

The corridor could facilitate the transformation of raw materials at various facilities along its route, with these goods then being transported through Puebla to other regions in Mexico, or even to the United States and Canada. For certain products, raw materials and ingredients could be brought to Puebla for further processing and value addition. This would not only attract more investment but also promote economic growth for the city and the state. The incoming Puebla state government (taking office in December 2024) is proposing to link the city to the corridor by building a railway that connects Puebla to one or more of the "*Polos de Desarrollo*" (development poles) along the interoceanic train route. This would enhance Puebla's role as a commercial hub and solidify its position as a strategic site for various sectors, including agricultural production.

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<sup>8</sup> Source: [Data Mexico](#), Ministry of Economy.

<sup>9</sup> [EUA, China y Canadá, principales destinos de productos poblanos.](#)

<sup>10</sup> This train project connects the Pacific Ocean with the Gulf of Mexico/Atlantic Ocean, leveraging existing highways and ports. The goal is to reduce both transportation costs and delivery times for goods, while also promoting the development of surrounding communities. New stations, company premises, warehouses, and manufacturing facilities will be built in the Istmo de Tehuantepec region as part of the project. This region covers 47,500 square kilometers and is home to 2.4 million people. Once completed, the project is expected to contribute up to 5 percent of Mexico's national GDP. Completion date is still unclear.

**Map 2. Interoceanic Train Route, including potential train connection to the state of Puebla.**



Source: Google maps.

## II. FOOD PROCESSING

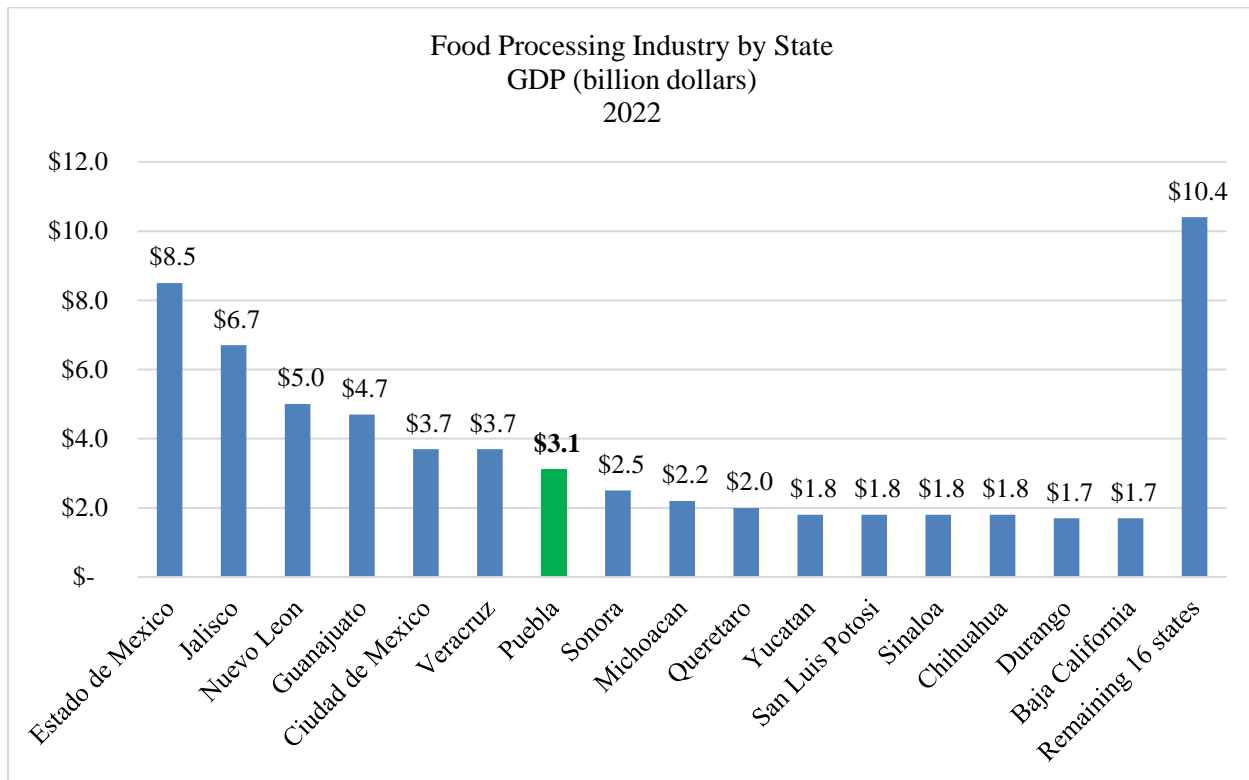
In 2023, the manufacturing sector in Puebla was valued at over \$15 billion.<sup>11</sup> After the automotive industry, food processing is the second largest sector in the state. In 2022, Puebla's food processing industry alone contributed \$3.1 billion to Mexico's national GDP, making it the seventh most important state in this sector, as shown in Graph 1. This industry plays a key role in Puebla's economy and helps strengthen its position within Mexico's food processing industry.

According to the Revealed Comparative Advantage (RCA) index,<sup>12</sup> in terms of food processing specialization, Puebla ranks third nationwide—behind Oaxaca and Tlaxcala. This strong position highlights the sector's importance to the state's economy, showcasing Puebla's competitive advantage and its ability to attract investment compared to other regions in Mexico.

<sup>11</sup> Source: [El Sol de Puebla](#) with data from National Institute of Statistics and Geography (INEGI)

<sup>12</sup> RCA is an economic indicator used to measure a country or region's competitive advantage in producing a good or service, when compared to the rest of the world or region within a country. RCA compares the proportion of a specific good that a region produces in relation to its total exports, with the proportion of that good in global exports. If the region has a higher proportion compared to the global average, it is said to have a competitive advantage, meaning it is "specialized" in producing that product.

**Graph 1. Food Processing Sector contribution to the national GDP, by state (2022).**



Source: Information provided by Canacintra Puebla.

The economic contribution of this industry is driven by the high concentration of companies in the sector, which generate employment and strengthen the agro-industrial supply chain both in Puebla and nationwide. Many of these companies produce for the domestic market, but some also export various products. Below are a few examples of companies in Puebla's food processing industry, along with brief descriptions of their products or activities:

- [Sabormex](#) – Produces coffee, canned beans, energy drinks, Clemente Jacques brand products, salad dressings, tostadas and chips.
- [Mexicana de Industrias y Marcas](#) – Specializes in dairy products and also produces for private labels.
- [San Marcos](#) – Manufactures canned fruits, vegetables, peppers, salsas, vinegar, beans: exports to the United States.
- [La Morena](#) – Known for canned beans, vegetables, peppers, salsas (including mole), and dressings.
- [Leonali](#) – Cuts and packages vegetables for retail sale under their own brand and private labels; also produces healthy snacks and salad dressings.
- [Bimbo](#) – The largest baked products company in the world, also involved in the snack industry; their Puebla plant distributes products across Tlaxcala, Hidalgo, Puebla, Oaxaca, and Veracruz.
- [Mondelez](#) – A multinational company with a plant in Puebla that mainly produces chewing gum, confectionery, and powdered drinks.
- [La Italiana](#) – Produces pasta, flour, cookies, and packs rice and sugar under various brands.



- [Mission Foods](#) (owned by Gruma) – Produces tortillas, toast, and fried foods; an additional investment of \$46.5 million was announced in April 2024 to build a new snack plant in Puebla, expanding its existing capacity in the region.
- [Tamariz](#) – Specializes in dairy products, including liquid milk, flavored milk drinks, cream, and evaporated milk.
- [Sayes](#) – Produces jelly, essences, concentrates, bakery products, and syrups.
- [Heineken](#) – The only malting plant operated by Heineken in Mexico.
- [Big Cola \(AJEMEX\)](#) – A multinational beverage producer with brands like Big Cola and Sporade.
- RYC Foods (owned by [Bachoco](#)) – A multi-protein meat processor and distributor.

The food processing sector in Puebla is already well-established, and the local business community is focused on sustaining its growth. They are working to build connections with local, national, and multinational companies to demonstrate why doing business in Puebla is a profitable opportunity. The sector also shows strong potential for U.S. food ingredients and other agricultural products such as cotton.

### III. RETAIL SECTOR

Puebla is a cosmopolitan city with a diverse food retail market that ranges from traditional *tianguis* to specialized boutiques. For Mexicans in general, including *poblanos*, traditional retail channels remain important. Public markets, *tianguis*, and family-owned shops continue to thrive due to their convenience and the strong connections consumers have with local businesses. Like many large cities in Mexico, Puebla has its own *central de abasto*— a wholesale market where *tianguis*, vendors, small stores, restaurants, and the general public can purchase a wide range of goods including fruits, vegetables, fresh produce, perishable items, seeds, flowers, and more.

In terms of modern retail, Puebla is home to major chains operating across Mexico, including [Walmart](#), [Soriana](#), [Chedraui](#) (with seven stores), and [Grupo La Comer](#) (with two stores). These retailers offer a wide range of formats, such as megamarkets, hypermarkets, supermarkets, price clubs, discount stores, convenience stores, and mini markets.

Just as an example of Puebla’s importance, in July 2024, Walmart opened its largest store in Latin America (in Lomas de Angelopolis) as part of a strategic plan to launch 21 new stores in Puebla state between 2024 and 2025 (this in addition to the existing 140 stores already operating in the state).<sup>13</sup> [Costco](#) is also present in Puebla and our research indicates that it is a key supplier for many local restaurants and hotels, particularly for imported products like meat and dairy. [Sam’s Club](#) is also an important player with six stores in the metropolitan area.

In addition to larger chains, smaller retailers such as [3B](#) have presence in Puebla. Local retail chains like [La Gran Bodega](#)<sup>14</sup> have expanded beyond Puebla, with one store in Oaxaca and several locations in Tlaxcala, growing their footprint across this region. When it comes to convenience store chains, [Oxxo](#) has a dominant presence in Puebla, with 743 stores (42 percent of which are located in Puebla city),

<sup>13</sup> Source: [Acento21](#).

<sup>14</sup> More <https://www.lagranbodega.com.mx/grupolgb/granbodega/>

capturing 96 percent of the market.<sup>15</sup> [7-Eleven](#) operates 19 stores in the state, while [Circle K](#) has seven, and the local chain [Super Rola](#) has three.

Finally, a notable trend in large cities across Mexico, including Puebla, is the rise of specialized boutiques offering premium products. This includes high-end retailers like [Wild Fork](#) as well as local gourmet and wine shops such as [Magadán Quima](#) (with eight stores in Puebla), [Solera](#), [Prissa](#) (which has locations in Puebla, Mexico City, Veracruz, Oaxaca, Tabasco, and Chiapas), [DegustAriz](#), [Abarrotes La Luz](#), among others. Like in other cities, though on a smaller scale, Puebla is seeing a growing clientele for these specialty products and stores.

#### IV. FOOD SERVICE

Puebla state is home to 12 towns recognized as “*Pueblos Mágicos*”<sup>16</sup> (Magic Towns) by the Mexican Secretariat of Tourism (SECTUR), a program designed to incentivize tourism in small towns. The term “*Pueblo Mágico*” is meant to convey excellence and serve as a guarantee for visitors that they will experience rich cultural heritage, historical significance, traditional cuisine, local arts and crafts, and exceptional hospitality in these locations. Puebla, along with the State of Mexico and Jalisco, has the highest number of *Pueblos Mágicos* in the country. This is significant for the municipality’s tourism sector, as these towns attract more visitors.

To qualify for the program, municipalities must meet several criteria,<sup>17</sup> including historical importance, cultural highlights (such as gastronomy, architecture, and traditions), and adequate tourism infrastructure (restaurants, hotels, transportation services) and have a minimum population of 20,000 inhabitants. In return, these towns receive development support from the federal government, primarily in the form of funding for tourism programs and the preservation of both tangible and intangible heritage.

Puebla city serves as the natural gateway to these towns in the state, generating economic benefits for hotels, restaurants, museums, and other local businesses. Tourism in Puebla city has grown significantly in recent years, partly due to the nearby *pueblos mágicos*. In the past, Puebla was often seen as a one-night stopover for visitors on their way to other nearby destinations. However, thanks to efforts by the municipality to showcase the city’s architectural beauty, rich gastronomy, and historical significance, the average length of stay has increased to at least two days. From January to July 2024, Puebla received 1.7 million visitors, both domestic and international. Between October 2021 and July 2024, the city hosted over 7.7 million visitors, making it the sixth most visited city in Mexico during this three-year period.<sup>18</sup>

As of May 2024, there were 1,400 hotels in Puebla state, offering a total of 18,500 rooms. Of these, 323 hotels (with 10,390 rooms) are located in the metropolitan area, and 33 percent of these rooms are part of major hotel chains such as Marriott or Hilton. Additionally, there are 5,400 properties listed on the Airbnb platform. In 2023, the average hotel occupancy rate for Puebla city was 56 percent, while the state’s overall occupancy rate was 47 percent. Puebla has one hotel with a Michelin key (Banyan Tree

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<sup>15</sup> [¿Cuántas tiendas oxo hay en Puebla y en qué municipios están?](#)

<sup>16</sup> [Pueblos mágicos in the state of Puebla](#): Atlixco, Chignahuapan, Cholula, Cuetzalan del Progreso, Huachinango, Huejotzingo, Pahuatlan, Tetela de Ocampo, Tezuitlan, Tlatlauquitepec, Xicotepéc and Zacatlan de las Manzanas.

<sup>17</sup> Other requirements include accessibility, a commitment to preserving cultural heritage and nature, guarantee safety for the visitors, and the establishment of a committee to oversee the actions mandated by the program.

<sup>18</sup> Data from the Puebla Municipality Secretary of Economy and Tourism.

Puebla) and another, La Purificadora, which is included in the Michelin's Guide list of recommendations.<sup>19</sup>

Between 2014 and 2019, the number of accommodations offered in the city tripled, driven by a surge in both leisure and business tourism, especially from expos and trade shows, taking advantage of their convention center ([Centro de Convenciones de Puebla](#)). However, this growth was abruptly interrupted by the 2020 pandemic. According to our research, the area is on track to recover pre-pandemic levels (60.4 percent of hotel occupancy in 2019),<sup>20</sup> with September 2024 expected to have marked a full return to those numbers.

The expansion of business tourism seen a decade ago has been significantly slowed post-pandemic, as the rise of the digital era changed the landscape of business travel. However, local authorities are focusing again on this sector as a strategy to attract more visitors during weekdays. While the city enjoys strong occupancy rates on weekends, there is ample capacity and infrastructure to host more conferences and exhibitions, which could generate additional benefits for tourism service providers during the week. This is especially important, as business tourism tends to produce two to three times the economic impact of regular leisure visitors.<sup>21</sup>

Puebla is often referred to as “*La Cocina de México*” (Mexico's Kitchen) due to its rich culinary tradition and its central role in shaping Mexican cuisine from a fusion of cultures: Prehispanic, Spanish, and Arabic. Puebla is famous for its wide variety of traditional dishes, many of which are iconic to Mexican food, for example *mole poblano*, *cemitas*, or *chiles en nogada*. *Poblanos* are very proud of their gastronomic tradition and refer to Puebla city as a gastronomic destination. In fact, in 2023 the city was named the Ibero-American Capital of Gastronomic Culture, a recognition by the Ibero-American Gastronomic Academy,<sup>22</sup> receiving the title from Madrid at the International Tourism Fair in 2023 (FITUR).<sup>23</sup>

The economic recovery after the COVID-19 pandemic was slow, but it appears to be fully underway. During this period, the restaurant industry had to innovate and reinvent itself. To adapt to the new normal, many restaurants created (or expanded) their delivery services and integrated apps to provide an alternative to the in-restaurant experience. Many restaurants continue to use apps to give their consumers more options to engage with them.

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<sup>19</sup> [Michelin Guide Puebla Hotels](#)

<sup>20</sup> Source: [Milenio](#) with information from Ministry of Tourism (SECTUR).

<sup>21</sup> [National Tourism Business Council \(CNET\), Chapter Puebla](#).

<sup>22</sup> [Ibero-American Gastronomic Academy](#).

<sup>23</sup> [FITUR](#).

Picture 2. Mole poblano.



Picture 3. Chile en nogada.



Although no restaurants in Puebla were recognized in the first edition of the Michelin Guide Mexico in 2024, the city still boasts a rich selection of unique and highly popular eateries. Additionally, tourism platforms like TripAdvisor rank local restaurants based on user reviews, further highlighting the city's vibrant food scene. Some examples of restaurants highly rated by the public<sup>24</sup> are:

- |                     |                      |                                |
|---------------------|----------------------|--------------------------------|
| 1. Porfirio's       | 6. Saborcito Corazón | 11. Attico 303                 |
| 2. Terraza Quintal  | 7. Comal             | 12. Santóua                    |
| 3. Mochomo's Puebla | 8. Royalty           | 13. Maria Parra Restaurante    |
| 4. Comedor 360      | 9. Hook Black        | 14. Nonamore, La Nostra Cucina |
| 5. Animal Puebla    | 10. Casa Barroca     | 15. Restaurante Casareyna      |

Food plays a central role in the daily lives of *poblanos* and is deeply tied to their identity, making the city a must-visit destination for food lovers. In addition to traditional local cuisine, *poblanos* enjoy exploring a variety of global flavors. While the city's culinary scene is deeply rooted in its rich food heritage, the influence of global food trends is evident. This can be attributed to the growth of urban spaces, increased tourism, the rise of social media, and evolving lifestyles. At present, there's a vibrant interest in Asian cuisine, while more familiar flavors such as Italian, American, and Tex-Mex continue to be popular. Alongside these, Puebla offers a wide selection of fast-food chains available, as well as street foods, vegetarian and vegan options, and coffee shops.

## V. LOCAL RESIDENTS AND VISITORS

Puebla is a city that, thanks to its manufacturing activity and university cluster, has attracted a lot of people from within Mexico and a few from other countries as well. From within Mexico, most transplants come from the Mexico City, Veracruz, Tlaxcala, and State of Mexico areas. The primary drivers for people to emigrate to Puebla are economic reasons as well as a higher sense of security in a smaller city with all the advantages of a big city.

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<sup>24</sup> [Trip Advisor](#) rating.

Latest official information (2020) shows that the city of Puebla had 7,529 foreigners living and working there. The whole state had almost 31 thousand registered foreigners living, studying and working in Puebla. According to this last census, the most important expat communities were American (19,820), Venezuelan (1,744), Colombian (1,375), German (966) and Spanish (618).<sup>25</sup> These numbers might not capture people entering informally, as tourists, and later on deciding to stay for part of the year (or even longer), which could drive these numbers up.

Puebla boasts more years of schooling per resident than Mexico's average: 9.9 years vs 11.9 years in Puebla (meaning most people have finished high school). This is in part due to the great number of prestigious universities located in Puebla, making it the second largest education cluster in the country after Mexico City. This also means that the companies established here have easy access to a highly educated workforce.

According to local residents, over 15 years ago, it became widely recognized in Mexican marketing that if a product was successful among consumers in Puebla City, it was likely to resonate well nationwide. This idea holds true when you consider how *poblanos* perceive themselves: they take pride in having discerning tastes. While they enjoy following trends, they also value novelty and are quick to shift their interests. Their preferences may sometimes seem selective, but when something truly captures their attention—be it a product or a trend—they engage with great enthusiasm. The *poblano* consumer is highly aspirational, especially within the middle class. The city's highest-income consumers are typically found in the Angelopolis area.

## VI. RECOMMENDATIONS

Puebla is one of the largest and most dynamic metropolitan areas in Mexico, offering a wealth of opportunities in the agricultural sector, particularly in industries like food processing and textiles. The growth of the local economy presents strong potential for U.S. products. Here are some key recommendations from Post for current and prospective U.S. exporters:

- **Evaluate the best market entry strategy** for your product(s). Puebla's economy and business culture create opportunities for both primary ingredients for the food processing industry, as well as consumer-oriented products in the retail and food service sectors. The city's size, the openness of local businesses, and its cosmopolitan nature create a favorable environment for U.S. agricultural products to thrive.
- **Collaborate with U.S. marketing organizations and regional trade associations** for food and agricultural products. The Agricultural Trade Office (ATO) in Mexico City also recommends partnering with established importers and customs brokers to facilitate trade processes.
- **Leverage established hotel and supermarket chains** in the market. These businesses are already familiar with U.S. products and their quality, making them more likely to consume American products.

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<sup>25</sup> [El Universal](#) with information from INEGI.

- **Use social media to connect with consumers, especially younger consumers.** Social media platforms are popular, especially among the younger population. They follow both national and international trends, but also have their own local influencers, some of whom are well-known nationwide and even outside of Mexico (e.g. Luisito Comunica or Doris Jocelyn). If applicable to your product, consider this factor when planning your market entry strategy.
- **Explore opportunities in the food processing industry.** The food processing industry is well-established and expanding, as the local government continues to offer incentives for companies to set up in Puebla. Research the companies present in the market to assess whether your product or ingredient can compete with their current suppliers.
- **Consider Puebla’s textile industry.** Puebla ranks among the top three states in Mexico for textile production, much of which is destined for export. While imports of fabrics and fibers from China have increased, there may still be opportunities for U.S. cotton and other fibers, as well as potential (though smaller) opportunities for hides and skins.
- **Monitor the Interoceanic Train Project.** The upcoming Interoceanic Train Project promises to open even more opportunities for trade and investment in Puebla and the surrounding region. Stay tuned for future developments related to this initiative.

## VII. FOR MORE INFORMATION

The primary mission of the ATOs in Mexico City and Monterrey is to assist the market development and promote 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 to Mexico, please contact the ATO in Mexico City or Monterrey.

For all available USDA programs please visit this [website](#). Please also consult the [FAS website](#) for more general information on what FAS does for American producers and exporters. Visit the [FAS Global Agricultural Information Network \(GAIN\)](#) to find a complete selection of Mexico-specific agricultural reporting.

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### **Attachments:**

No Attachments.