

Economic Report Mexiko

July 2025



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Mexico's role as a major food producer is growing

Mexico is one of the largest food producers in the world. Baked goods, soft drinks, beer, tequila and agricultural products are particularly relevant, also for export. Mexico's pharmaceutical sector is developing dynamically. Mexico is one of the world's largest cosmetics markets.

Overall economic outlook (as of June 2025)

The threat of US tariffs is hurting an already weakened Mexican economy. Companies are holding back on investments until there is clarity about the legal situation.

Top-ed: Uncertainty over US tariffs weighs on the economy

At the beginning of February 2025, US President Donald Trump introduced tariffs of 25% on imports from Mexico. Even though the tariffs have been postponed for the time being thanks to talks between Trump and Mexico's President Claudia Sheinbaum, they continue to hang over the country like a sword of Damocles. Even if punitive tariffs can be avoided, experts expect the USMCA trade agreement between the USA, Canada and Mexico to be renegotiated ahead of schedule, with the US government seeking to negotiate advantages for its country.

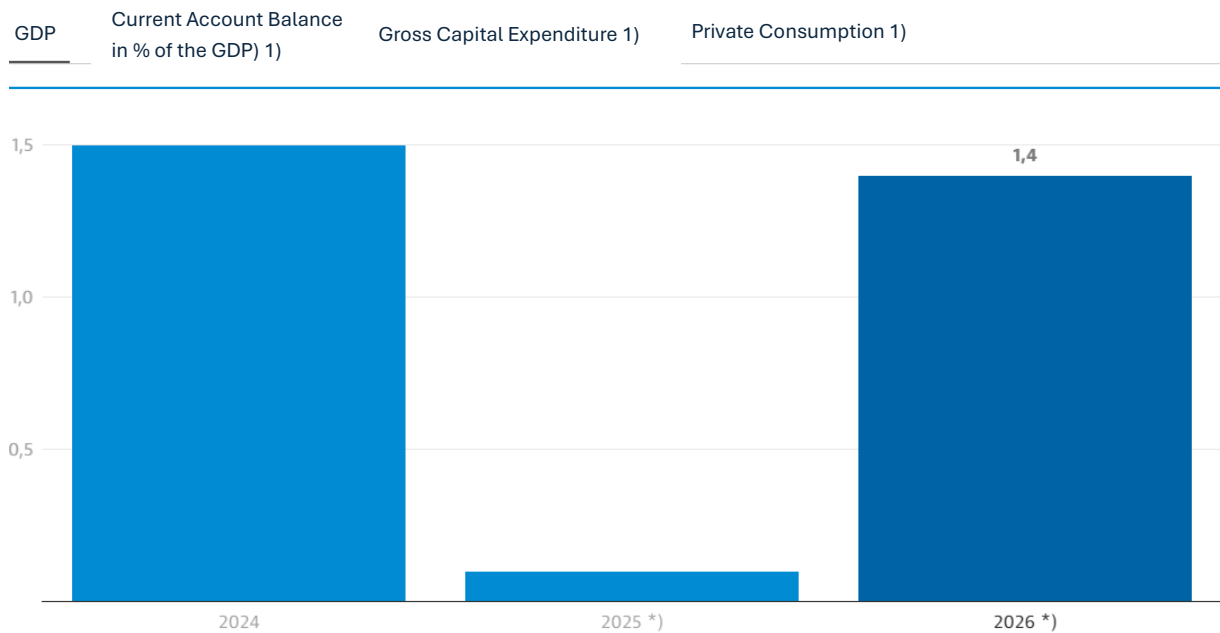
Companies are holding back on new investment plans in the country as long as there is no legal certainty regarding the future of the North American trading area. International corporations have recently significantly expanded their activities in the country in the course of nearshoring and established closely coordinated, cross-border value chains, particularly in the automotive sector. The manufacture of electronic products, medical technology and aircraft parts would also be significantly affected by US tariffs.

Economic development: growth slows down

The outlook for Mexico's economy has darkened. Growth has already slowed to just 1.3% in 2024. In the current year, gross domestic product (GDP) is expected to increase by 1 percent, according to a survey by Mexico's central bank. Possible US tariffs have not yet been factored into this scenario: If the US were to impose high punitive tariffs on goods from Mexico, the country would plunge into recession. In this case, analysts expect GDP to fall by between 1 and 4 percent.

One third of Mexico's economic strength depends on exports. At the same time, 80 percent of Mexican exports go to the USA. An expected devaluation of the Mexican peso could cushion possible tariffs to a certain extent. Nevertheless, products from Mexico would probably become significantly more expensive and demand would decrease. In addition, the USA would purchase more goods from third countries in Asia or Latin America and production could be relocated away from Mexico. The Atlantic Council think tank expects Mexican exports to fall by at least 10 percent if tariffs are imposed.

Economic development 2024 to 2026 in Mexico (real year-on-year change in percent)



* Forecast. Source: Banxico 2025; EIU 2025

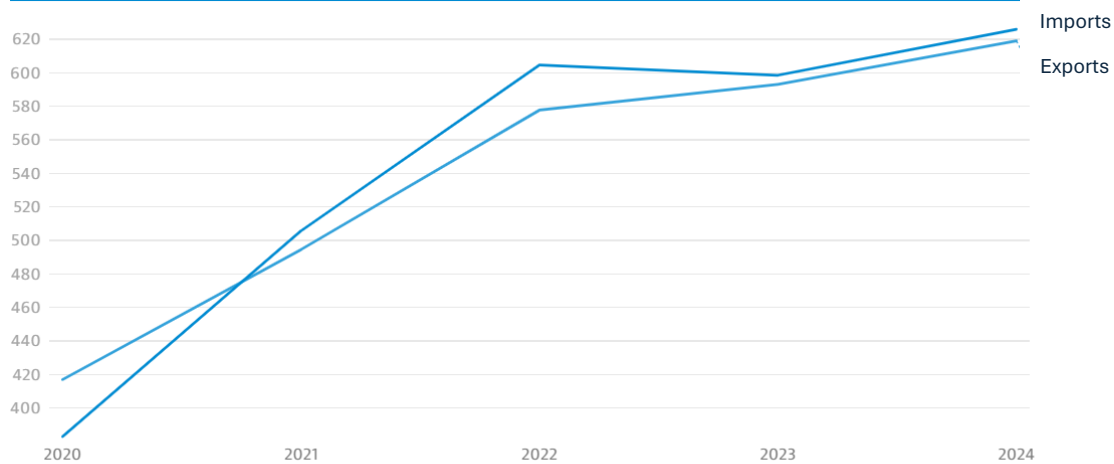
Mexico is the USA's most important trading partner

Until recently, Mexico was seen as the winner of nearshoring. The trade dispute between the USA and China and vulnerable supply chains made relocating production to the country an attractive option for many companies. As a result, Mexico has become the USA's most important trading partner in recent years, ahead of Canada and China. Bilateral trade amounting to USD 839.9 billion in 2024 is the highest in the world.

Germany is Mexico's fourth most important trading partner after the USA, China and Canada. Last year, Mexico imported goods worth US\$ 21.4 billion from Germany, an increase of 0.6 percent compared to 2023. However, exports from Mexico to Germany slumped by 16.4 percent to US\$ 7.7 billion, according to figures from the Mexican Central Bank.

Private consumption increased by 3.2% in real terms between January and November 2024 compared to the same period in the previous year. However, momentum slowed here too, particularly due to higher interest rates. Gross fixed capital formation rose by 3.3% in the aforementioned period. It had risen sharply in the run-up to the Mexican presidential election in mid-2024 in particular, but has been declining since then. The previous government had wanted to push ahead with major infrastructure projects as far as possible.

Mexico's turnover in international trade in goods increases (in billion US dollars)



Quelle: UN Comtrade 2025

German perspective: Aviation industry offers potential for German companies

In August 2024, aviation supplier Diehl Aviation from Nuremberg laid the foundation stone for a new plant in Querétaro in central Mexico. The company plans to start manufacturing overhead compartments and other cabin components for passenger aircraft there in 2025. In the medium term, Diehl Aviation plans to employ 500 people in Querétaro. According to the company, the availability of well-trained personnel and the excellent logistics connections via highways and train routes to the ports and the USA played a role in the location decision.

„Mexico is one of the largest bus markets in the world, but has extremely high prices. This is due to the fact that only four companies share virtually the entire market.“

Carlos Magaña, Managing Director Flix México

The Mexican aviation industry has experienced a dynamic rise since the turn of the millennium, according to the industry association FEMIA (Federación Mexicana de la Industria Aeroespacial). According to the association, Mexico is the tenth largest producer in the world with a total of 370 companies in the sector, including industry giants such as Honeywell, GE Aerospace, Bombardier and Safran Aerosystems. Production focuses on aircraft parts that are delivered to the final assembly lines of aircraft manufacturers in the USA and Canada.

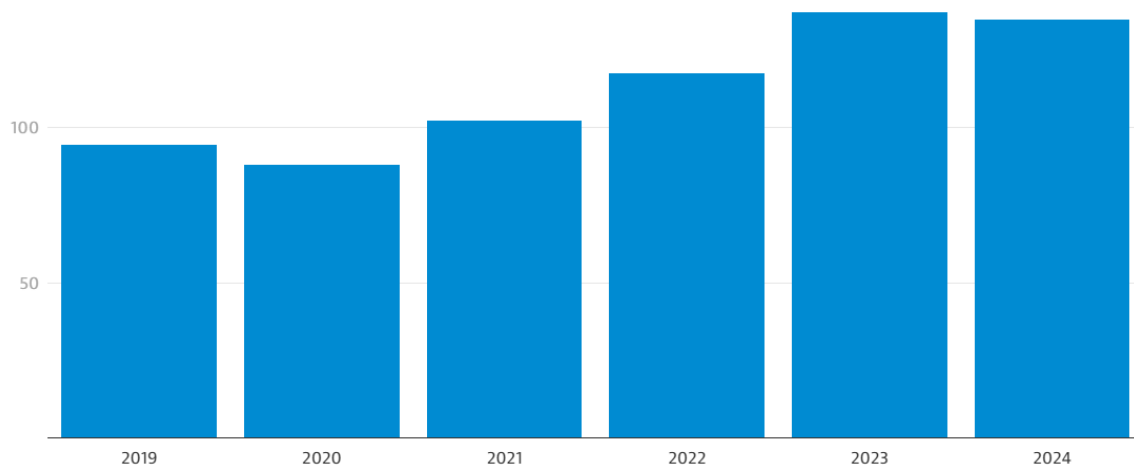
Further information can be found on the GTAI-[Länderseite Mexiko](#).

Market Trends Food Industry

Mexico is not only an interesting sales market for German suppliers of food technology, but is also well suited as a production location. In 2024, sales of food produced in Mexico reached 97.8 billion US dollars (US\$), according to the national statistics office INEGI. This makes the Latin American country currently the eighth largest food market in the world.

In real terms, sales in local currency were just as high as in the previous year, which indicates stable domestic demand. Beverages (including tobacco), on the other hand, recorded significant growth of 4.5 percent to US\$ 37 billion. The slight decline in food sales in US dollars is primarily due to the appreciation of the Mexican peso over the course of the year. The statistics only include locally produced products, not imported foodstuffs.

Sales of food and beverages in Mexico are growing (in billion US dollars)



* Conversion with average exchange rates of the respective years.
Source: Statistical Office INEGI 2025

Sales of food and beverages are growing steadily

Market researcher Statista Market Insights expects average real growth in food sales of 5.9 percent for the period from 2025 to 2030. Statista estimates the medium-term growth rate for soft drinks at 2.9 percent and for alcoholic beverages at 2.1 percent. Good economic development, population growth and a steady increase in the minimum wage are driving food consumption. However, the USA's strict migration policy under Donald Trump could reduce remittances from Mexican emigrants and prevent even stronger growth in consumption among the lower and middle income groups in Mexico. In 2024, remittances reached a historic high of US\$ 64.7 billion.

Position 6 in meat consumption

Mexico was on position six in the world in terms of animal protein consumption in 2023. 8.0 million tons of the 10.3 million tons consumed (+4.9 percent compared to 2022) were produced locally, according to the industry association Consejo Mexicano de la Carne (Come-carne). The consumption structure shows a clear preference for poultry: chicken meat accounted for just under half of meat consumption, pork for a third and beef for a fifth. According to Comecarne, per capita consumption of animal proteins rose from 71.7 kilograms in 2020 to 81.1 kilograms in 2024. By comparison, per capita consumption in Germany in 2024 was just 53.2 kilograms.

In 2024, Mexicans consumed an average of 81.1 kilograms of animal protein.

The agricultural sector has expanded at an above-average rate in recent years, driven by exports of avocados, tomatoes and berries. Between 2023 and 2024 alone, avocado exports rose from US\$ 2.8 billion to US\$ 3.8 billion. This secured Mexico the top spot as the world's largest avocado exporter. Tomatoes and berries also make a significant contribution to the export balance: Tomato exports reached around US\$ 3.3 billion in 2024, while berry exports amounted to US\$ 2.0 billion. However, heat and water shortages are causing increasing difficulties for agricultural producers.

German company now manufactures brewing tanks in Mexico

German brewery equipment supplier Ziemann Holvrieka has been manufacturing stainless steel tanks and spare parts in the northern Mexican state of Coahuila since January 2025. According to press reports, the company has invested 20 million US dollars in the new production facility in Ramos Arizpe, creating 150 jobs in the region. Klaus Gehring, Managing Director of Ziemann Holvrieka, said at the opening of the new production facility that the geographical location, transport infrastructure and well-trained workforce were the deciding factors in the location decision.

The Allgäu-based family company Multivac, a provider of packaging solutions for food, consumer goods and healthcare products, has so far produced exclusively in Europe. It has a sales office in Mexico. "We still have a market share of more than 50 percent in our core sectors. Our competitors come less from Asia and more from Europe and the USA," explains Bernd Schreiber, Managing Director of Multivac Mexico, in an interview with Germany Trade & Invest (GTAI). Thanks to an expansion of the product portfolio to include slicer solutions, among other things, the company remains competitive. However, Bernd Schreiber is concerned about the customs policy of the current US government: The subsidiary in Mexico obtains spare parts from a hub in Kansas City. As they are manufactured in Europe and then delivered to the USA, customs duties of 25 percent currently apply due to the high steel content of many parts. Multivac will probably have to adapt its supply chains and now deliver the spare parts directly to Mexico, says Schreiber and explains: ***"We generate around a third of our sales in after-sales service and the spare parts business."***

Packaging machines are mostly imported

According to the North American packaging industry association PMMI (The Association for Packaging and Processing Technologies), sales of packaging machines in Mexico exceeded the USD 1 billion mark for the first time in 2023. According to PMMI, packaging machines worth US\$ 1.1 billion were sold after a total increase of 55 percent within two years. More recent figures are not yet available.

Around 88 percent of demand for packaging machines is covered by imports, which amounted to USD 997 million in 2023. Germany, Italy and the USA are the most important suppliers. The remaining 12 percent is supplied by local manufacturers, most of whom offer technologically simpler products. According to the Packaging Industry Association, around 27 percent of packaging machine imports in 2023 were destined for the food sector and 24 percent for beverage production.

Verfasser des o.g. Berichts: Edwin Schuh, Mexico City

Sector Structure of the Food Industry

Mexico's food industry is particularly strong in the beverage sector - no other country exports more beer. Breweries are continuously expanding their capacities. In 2024, Mexico produced food (including animal feed) worth 76.7 billion US dollars (US\$) and beverages (including tobacco) worth 19.1 billion US\$. This makes the country one of the world's most important producers. Measured in local currency, production in 2024 remained at the previous year's level. Food production therefore developed less dynamically than the economy as a whole, which grew by 1.5 percent.

Production of food and beverages in Mexico in billion US dollars; change and market share in percent *)

Division	2024	Change 2024/2023	Market share
Pet food	3.9	2.3	4.1
Cereal products and vegetable oils	6.3	0.7	6.6
Sugar preparations, chocolates and other confectionery	5.0	-3.1	5.2
Fruit and vegetable preparations	3.8	0.4	4.0
Milk and dairy products	4.6	-0.8	4.8
Meat and poultry	22.9	0.8	23.9
Fish and seafood	0.4	8.0	0.4
Baked goods and Tortillas	22.4	-1.8	23.4
Other foodstuffs	7.4	-0.4	7.7
Beverages	17.4	1.6	18.2
tobacco products	1.7	-3.8	1.8
Total	95.8	0.0	100

* real values; conversion using average exchange rates for 2024 (US\$ 1 = mex\$ 18.30); change on a mex\$ basis. Source: INEGI 2025 statistics office

New US tariffs also affect canned beer

Mexico is the fourth largest beer producer in the world after China, the USA and just behind Brazil. In addition to local consumption, beer exports play an important role: the country ranks first worldwide, well ahead of the Netherlands, Belgium and Germany. Beer exports have almost tripled in the past ten years, reaching around US\$ 6.5 billion in 2024. Around 96 percent of beer exports go to the USA. Mexican agave spirits such as tequila and mezcal are also becoming increasingly popular abroad.

The US company Constellation Brands accounts for around 90 percent of Mexican beer deliveries to the USA. In 2013, the company was granted a license to distribute the beers of the Mexican Grupo Modelo on the US market. The Modelo Especial brand even overtook Bud Light in 2024 and became the best-selling beer in the USA with sales of US\$ 4.2 billion. Corona Extra, also in the Constellation Brands portfolio, is in fifth place in the USA.

The 25 percent tariff imposed by the USA on steel and aluminum imports since March 2025 also affects Mexico's beer industry: around 40 percent of shipments are beer in aluminum cans. Last year, these were worth US\$ 2.4 billion. After some initial uncertainty, the Customs and Border Protection (CBP) clarified that the duty only applies to the aluminum content of the beer cans, but not to their contents. Nevertheless, the

new regulation could lead to Mexican brewers relying more heavily on glass bottles, even though their transportation and logistics costs are higher.

Based on current information, food and beverages produced in Mexico are not affected by punitive tariffs when imported into the USA, provided they meet the requirements of the USMCA trade agreement. GTAI provides information on the latest status of US tariffs on the special page Trade policy under Trump.

Important sector companies in Mexico (sales in billions of US dollars)

Company (country of origin)	Division	Turnover 2023 *)
Grupo Bimbo (Mexico)	Baked goods	22.5
Coca-Cola FEMSA (Mexico)	Soft drinks	13.8
Arca Continental (Mexico)	Soft drinks	12.0
Heineken México (Netherlands)	Beer	10.5
Sigma Alimentos (Mexico)	Chilled food	8.5
Gruma (Mexico)	Tortillas and corn flour	6.6
PepsiCo Alimentos México (USA)	Soft drinks, snacks	6.6
Grupo Modelo AB-InBev (Belgium)	Beer	6.5
Grupo Lala (Mexico)	Dairy products	5.6
Industrias Bachoco (Mexico)	Chicken meat and eggs	5.3

* Conversion with average exchange rate for 2023 of US\$ 1 = mex\$ 17.76.

Source: Business magazine Expansión 2025

Brewers expand production in Mexico

In April 2025, Mexico's beer brewer Grupo Modelo announced investments of US\$ 3.6 billion for the period 2025 to 2027 at a press conference with President Claudia Sheinbaum. The aim is to modernize the country's breweries and promote recycling. Grupo Modelo is part of the Belgian AB InBev Group.

Meanwhile, Constellation Brands postponed the start of production at its new brewery in the south-eastern port city of Veracruz until 2026. The original plan was to brew beer there as early as 2025. The company is spending around US\$ 1.3 billion on the new site. Constellation Brands did not disclose whether the delay is related to US customs policy. The plan is to supply the east coast of the USA with beer from Veracruz by ship in the future. After breweries in Nava (Coahuila state) and Ciudad Obregón (Sonora), this will be the third Constellation Brands production site to source all of its US sales from Mexico. Heineken is also investing in southern Mexico: the company is currently building a new brewery in the state of Yucatán for the equivalent of US\$ 520 million, which is scheduled to go into operation in 2026. This will be Heineken's eighth brewery in the country, in addition to the sites in Orizaba, Monterrey, Tecate, Navojoa, Guadalajara, Toluca and Chihuahua.

Jose Cuervo, the world's largest producer of tequila, plans to invest between US\$ 110 million and US\$ 130 million in 2025. The company expects a challenging year, but nevertheless anticipates mid-single-digit growth rates in tequila sales.

Arca Continental, the second-largest Coca-Cola bottler in the country, wants to use at least 50 percent recycled packaging by 2030. The current rate is around 30 percent. Among other things, the company uses the PetStar recycling plant in Toluca (state of Mexico), which recycled 101,790 tons of PET plastic last year.

Government courts foreign investment

Similar to Grupo Modelo, the Swiss food company Nestlé also announced a US\$ 1 billion investment package for 2025 to 2027 at the National Palace. According to Steve Presley, Head of Nestlé Americas, this will expand the capacities of the production facilities in the states of Veracruz, Guanajuato, Querétaro and México. In addition, a new distribution center is to be built to strengthen Mexico as Nestlé's export hub. According to Presley, Mexico is the fourth most important market for the company worldwide, and the US supermarket chain Walmart has even announced spending of US\$ 6 billion for 2025 as part of the Mexican government's investment campaign. However, this will primarily be used to open new stores in the Bodega Aurrera, Sam's Club, Walmart Supercenter and Walmart Express formats. However, Walmart also wants to increase the national share of its product range, which in turn promotes food production in Mexico. According to the company, Walmart already has 30,000 local suppliers and over 80 percent purely Mexican products.

Author of the above report: Edwin Schuh, Mexico City

Pharmaceutical Industry

Mexico is the tenth largest pharmaceutical producer in the world. The industry is growing dynamically, but is struggling with regulations. It is only marginally dependent on the US market.

Market trends

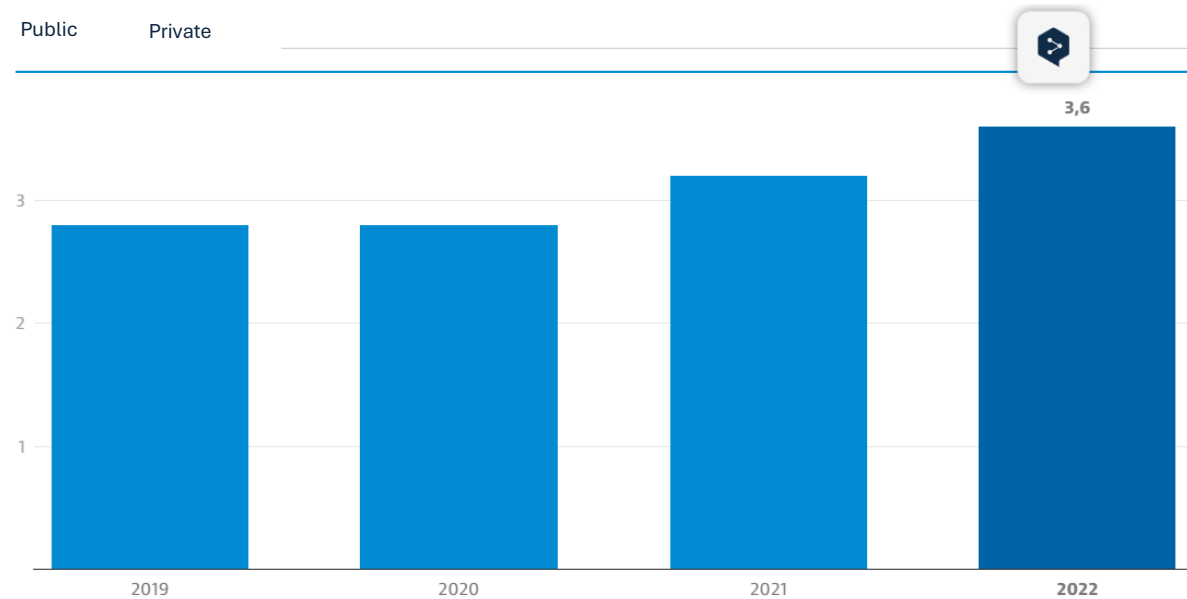
In Latin America, Mexico is the second largest producer of pharmaceuticals after Brazil. The production of the country's pharmaceutical companies focuses on meeting national demand: around 97 percent is destined for domestic demand. At 3 percent, exports play a rather subordinate role. Nevertheless, Mexico is the largest pharmaceutical exporter in Latin America.

According to the latest available figures from the INEGI statistics office, total sales by the Mexican pharmaceutical industry amounted to 536.5 billion Mexican pesos in 2022 - equivalent to around 26.7 billion US dollars (US\$). Around 70 percent was accounted for by human medicines, 8 percent by veterinary products and 22 percent by medical devices. This is according to the 2024 pharmaceutical industry survey ENIFARM 2023 presented by INEGI and the umbrella organization of the pharmaceutical industry CANIFARMA.

Strong private healthcare market

The majority of pharmaceutical sales, worth the equivalent of US\$ 18.3 billion, are accounted for by the private healthcare sector at 78.5 percent. The state sector accounts for 21.5 percent.

Development of drug sales in the Mexican pharmaceutical industry By sales in the public and private healthcare sector; in billions of US dollars *)



* converted at the year-end exchange rates 1 US\$=19.216 mex\$ (2019); 21.513 (2020); 20.306 (2021); 20.079 (2022).
Source: INEGI 2024 (Encuesta Nacional de la Industria Farmacéutica ENIFARM 2023), Deutsche Bundesbank

The state procurement system has been reformed several times. The Birmex authority is currently responsible for procurement and guaranteeing stocks in public hospitals. It emerged from the "Laboratorios de Biológicos y Reactivos de México", which previously specialized in the production of vaccines. The industry rates the new system positively, but following cases of corruption in April 2025, it is unclear whether it will be changed again.

Hardly any major investment projects known

Companies have invested heavily in recent years. From 2019 to 2022, expenditure amounted to the equivalent of almost USD 4.5 billion. During this period, almost half of the investments were made in machinery and equipment, 37 percent in the modernization and expansion of production facilities, 7 percent in IT and 6 percent in research and development.

Hardly any major investment projects have been announced at present. One exception is the British-Swedish group AstraZeneca. In May 2025, it announced plans to build an innovation and technology center in the state of Jalisco for US\$ 30 million.

Ongoing projects at German subsidiaries

According to a survey conducted by Germany Trade & Invest (GTAI) among German manufacturers in Mexico, Bayer is investing the equivalent of US\$ 56 million in the expansion of its Lerma production facility, 50 kilometers west of Mexico City, by 2030. The manufacturer Boehringer Ingelheim, based in the south of the capital, is planning to invest the equivalent of around US\$ 95 million in solar panels and the modernization of its laboratories and production facilities over the next four years. Schwabe Pharma México, which has a production facility in the state of Morelos, is investing between US\$ 1 million and US\$ 2 million a year in modernizing its facilities and sustainable development.

Merck, which is based in the north of the metropolitan region, also stated that no major projects are currently planned beyond the normal investments to modernize the facilities. However, this restraint is only a snapshot, explains the Managing Director of Merck México, Christian Schulz Hausmann: "The Mexican government's infrastructure plan, known as Plan México, has the potential to further strengthen the pharmaceutical production location and attract new investments," he told GTAI.

The "Plan México" announced by Mexico's President Claudia Sheinbaum in January 2025 aims to make the country one of the ten largest economies. Mexico is currently ranked 13th and the government wants to achieve this by expanding infrastructure and providing investment incentives, among other things. However, many details are not yet known.

Industry structure and framework conditions

According to the ENIFARM 2023 survey, the majority of the approximately 2,000 companies in the pharmaceutical sector are in Mexican hands. The majority of 121 companies have a US background, while a further 100 are owned by other foreign investors.

Most important drugs sold in human medicine from national production (share of total sales value equivalent to USD 17.6 billion) *)

Pharmaceuticals segment	Share of sales in percent
Antibiotics	15.0
Medicines for stomach complaints and metabolic disorders	10.5
Medicines for the treatment of the nervous system	9.6
Vitamin supplements	8.7
Medicines for the treatment of heart disease	6.4
Saline solutions	5.3
Painkillers	5.3

* most recently available figures from 2021

Source: INEGI 2024 (Encuesta Nacional de la Industria Farmacéutica ENIFARM 2023)

Local production will be favored in procurement in the future

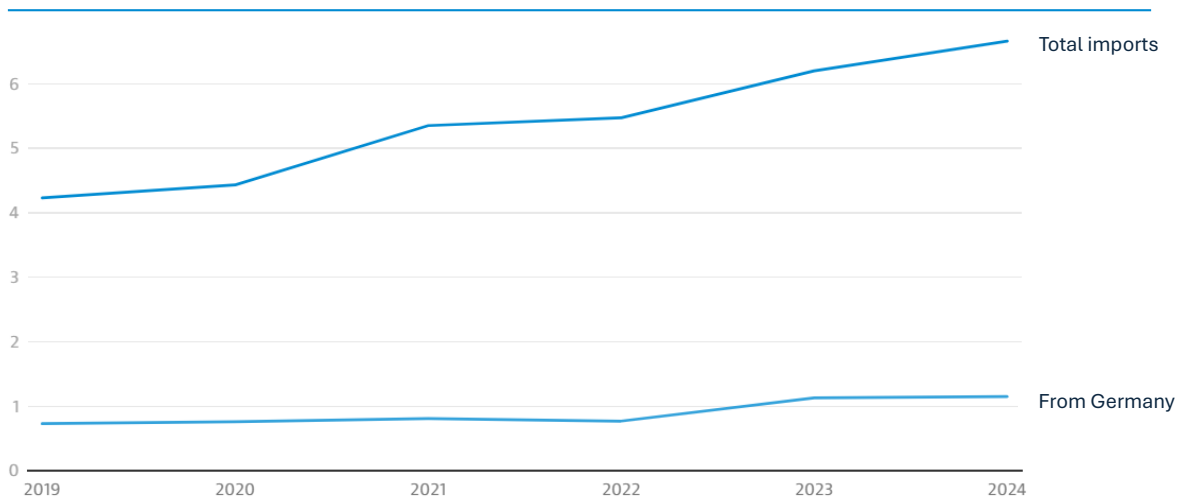
The government wants to initiate new settlements via a decree that was presented on May 29, 2025: According to this, from 2026, those pharmaceutical manufacturers that have their own production facilities in the country will be given preference in tenders by the state healthcare system. According to the government, this "aggressive concept" is intended to further strengthen the production location. The aim is also to become less dependent on imports and ensure national supply.

Plan México is pinning great hopes on investments by the pharmaceutical sector in research and development. At present, this only amounts to US\$ 200 million per year (compared to US\$ 500 million in Argentina). "In order to make Mexico competitive, the healthcare system needs more money - this also applies to the state licensing and regulatory authority for the healthcare sector COFEPRIS," says Larry Rubin, President of the umbrella organization of research-based pharmaceutical companies AMIIF. In the 2025 budget, however, healthcare spending has been cut by 11 percent to the current level of 2.5 percent of GDP, he criticizes. This is far below the 6 percent recommended by the World Health Organization. According to Rubin, the COFEPRIS 2025 budget has even been reduced by 15.2 percent.

Trump's tariffs cause little concern

The USA is the leading export market. Other important markets are Latin America and Europe. Due to the low dependence on the US market, only a few companies in Mexico reacted with concern to US President Donald Trump's announcement to impose tariffs on pharmaceutical products. The US decree announced on May 11, 2025, which is intended to drastically reduce drug prices in the USA, will also only have an impact on a small proportion of manufacturers in Mexico.

Mexico's imports of pharmaceutical products (in billion US dollars)



Source: Asociación Mexicana de Industrias de Investigación Farmacéutica, A.C. 2025

Author of the above report: Björn Lisker, Mexico City

Cosmetics Industry

Production and sales of cosmetics will increase in Mexico in the medium term thanks to a growing middle class. However, possible US tariffs pose risks for the export business.

Mexico is the second largest cosmetics market in Latin America after Brazil and is among the top ten worldwide. In 2024, sales of cosmetics and personal care products in the country increased by around 3.2 percent, according to the market research institute Statista Consumer Insights.

US government's tariff policy makes forecasting difficult

For the period from 2025 to 2030, the institute forecasts average annual sales growth of 3.1 percent, boosted by a growing middle class and the rising minimum wage. President Claudia Sheinbaum wants to raise the minimum wage by over 50 percent in real terms during her term of office, which runs until 2030. Under her predecessor López Obrador, the minimum wage had already risen by around 110 percent in real terms.

However, the US government's current tariff policy could have a negative impact on the Mexican economy and the consumption and export of cosmetics and personal care products. Some analysts, including the International Monetary Fund (IMF), expect a recession in Mexico in 2025. You can keep up to date with the current status of the tariffs on the GTAI special page Trade policy under Trump.

According to the industry association CANIPEC (Asociación Nacional de la Industria de Productos del Cuidado Personal y del Hogar), local production of cosmetics and personal care products has amounted to around 8 billion US dollars (US\$) annually in recent years. Around a third of the cosmetics produced in Mexico are destined for export. Around 70 percent of this goes to the USA, the rest to Latin America. The most important export products are shampoos, deodorants, razors, make-up and dental care products.

Mexican market for cosmetics (in billion US dollars)

	2021	2022 *	2023
Market volume	7.2	7.2	7.5
Local production	8.0	8.0	8.2
Imports	1.4	1.6	2.0
Exports	2.2	2.5	2.7

Source: Figures prepared by Statista (2025) based on data from CANIPEC, INEGI, International Trade Administration (USA) and Ministry of Economy (Mexico)

Unilever increases investment volume

The largest customers for packaging machines for the cosmetics sector include Procter & Gamble, Colgate-Palmolive, Unilever, Mary Kay, Avon, L'Oréal and Natura. On the German side, Henkel and Beiersdorf operate numerous plants in Mexico.

In April 2025, Unilever doubled its planned investment volume for a new production facility for personal care products under the Dove and Sedal brands in Salinas Victoria (state of Nuevo León) to USD 800 million. The factory is expected to create around 1,200 direct and indirect jobs and will primarily supply the USA and Canada. Overall, Unilever estimates its investments in Mexico between 2025 and 2028 at around US\$ 1.5 billion, according to press reports. The country is one of the company's ten most important markets worldwide.

According to the North American Packaging Technology Association PMMI, the cosmetics sector accounted for around 9 percent of Mexican imports of packaging machinery in 2023. This corresponded to an import value of around US\$ 90 million - a new record. However, the outlook for 2025 and the following years is uncertain. The uncertainty surrounding US tariffs is putting pressure on manufacturers' investment mood. For example, deliveries of cosmetics and personal care products to the USA could be subject to higher tariffs, which would make production in Mexico less attractive.

Largest companies in the cosmetics and personal care sector (sales in Mexico in millions of US dollars) ¹⁾

Company	Country of origin	Turnover 2023 ²⁾
Kimberly-Clark de México	USA	3,002
P&G	USA	2,984
Unilever	United Kingdom	1,933
Essity	Sweden	1,107
Absormex CMPC Tissue	Chile	1,049
Henkel ³⁾	Germany	1,042
L'Oréal	France	1,010
Genomma Lab Internacional	Mexico	927
Grupo Natura México	Brazil	666

¹⁾ Comprises total sales of the respective companies including other divisions such as household products;

²⁾ Conversion with average exchange rate for 2023 (1 US\$ = 17,76 mex\$);

³⁾ Information from 2021

Source: Wirtschaftsmagazin Expansión 2025

Direct sales and online retail on the upswing

Online sales of cosmetics have gained momentum in recent years, around a quarter of cosmetics sales are now made via platforms such as Amazon, Sephora or Mercado Libre, according to Statista Market Insights, this share is expected to rise to 40 percent by 2029, the market researchers forecast, According to the Asociación Mexicana de Venta Online (Mexican Online Retail Association), cosmetics are the third most important category of online purchases after clothing and food, consumers mainly buy products or brands they already use online,

In addition to online sales and sales via supermarkets and drugstores, direct sales also play an important role in Mexico. According to the industry association AMVD (Asociación Mexicana de Venta Directa), over 3 million Mexicans are engaged in this activity, with companies such as Amway, Jafra, Belcorp, Yanbal and Natura are very successful, Natura in Brazil took over the international business of the US company Avon in 2020 and has been combining the direct sales of the two brands since 2024, Natura now also manufactures Avon products at a plant in Celaya (Guanajuato state),

Small upper class with very high purchasing power

On average, Mexican consumers spent around US\$ 73 on cosmetic products in 2024; this figure is expected to reach around US\$ 85 in 2030, but there is a small segment of the population that spends the equivalent of US\$ 2,000 or more per year on high-quality cosmetic products and treatments, particularly in the major cities of Mexico City, Guadalajara and Monterrey,

Marketing via social media, influencers or pop stars is particularly popular with the young population, Beauty products from South Korea ("K-Beauty") are also trending, but have a low market share compared to products from the USA, France, Spain or Italy, Products that meet the "genderless" criterion are currently experiencing high growth rates, according to the industry association CANIPEC, These products are characterized by gender-neutral packaging,

In a survey conducted by Statista Consumer Insights in December 2024, 71 percent of respondents stated that product quality was their most important criterion when deciding to buy a cosmetic product, with the second most important criterion being skin compatibility (54 percent of respondents), followed by scent (49 percent) and brand (47 percent), while price was only a decisive purchase criterion for 37% of respondents,

Author of the above report: Edwin Schuh, Mexico City

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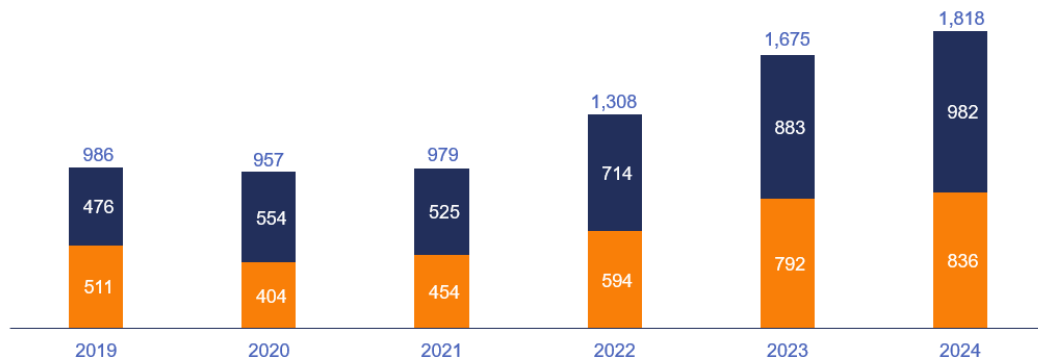
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Food Processing and Packaging Machinery to Mexico

In million euros

■ Food Processing Machinery ■ Packaging Machinery

2024/2023: +8.5 %



Source: National Statistical Offices, VDMA



Food Processing and Packaging Machinery

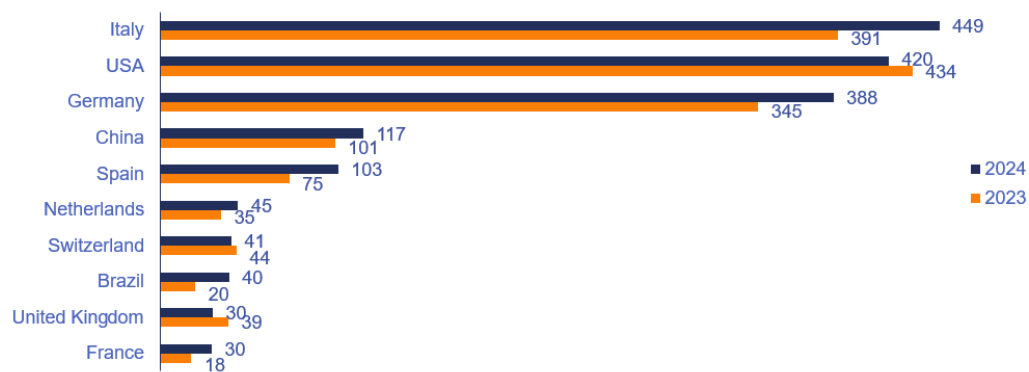
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GLOBAL EXPORTS

Food Processing and Packaging Machinery to Mexico
TOP 10 Supplier Countries

Export 2024: 1,818 million euros, +8.5 %

In million euros



Source: National Statistical Offices, VDMA



Food Processing and Packaging Machinery

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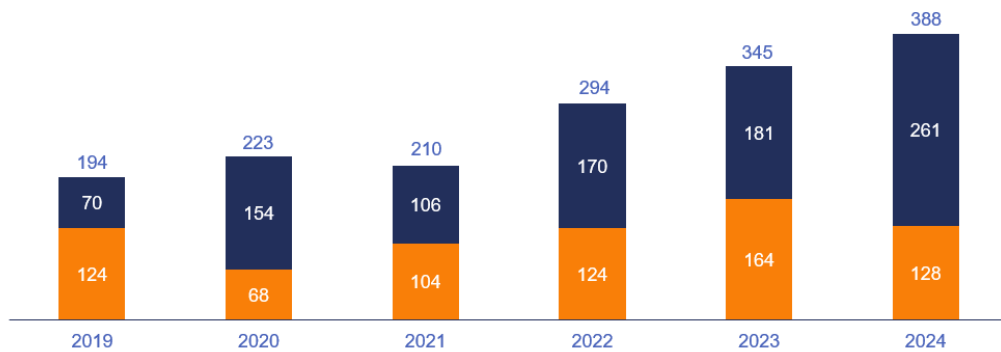
GERMAN EXPORTS

Food Processing and Packaging Machinery to Mexico

In million euros

■ Food Processing Machinery ■ Packaging Machinery

2024/2023: 12.6 %



Source: National Statistical Offices, VDMA



Food Processing and Packaging Machinery

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GERMAN EXPORTS

Food Processing and Packaging Machinery to Mexico

Exports 2024: 388 million euros, +12.6 %

in million euros



Source: National Statistical Offices, VDMA



Food Processing and Packaging Machinery

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