

## Mexico Market Research - Spotlight 2020

During 2020 Imalinx and WUSATA executed a market research in Mexico focusing on trends and covid19 impact in the market.

On this study we discovered the following conclusions:

- Higher socioeconomic levels are more likely to accept imported products, as well as to buy preferentially in Price Clubs.
- Healthy drinks and snacks followed by Dressings and sauces are the categories with the highest purchasing power of the evaluated categories of imported products, so it is recommended to give priority to import these categories. In both measurements, Beverages is the most relevant category in the frequency of consumption.
- In both samples, the overprice to pay for imported products is 11%, this being higher in the higher socioeconomic levels.
- The housewife's suggestions for both advertising and promotion of the products are focused on the point of sale, so that they can know the products, suggest tastings, sampling and offering more product for the same price.
- The main purchase barriers for imported products are Price, Availability (display) and taste / quality, so it is suggested to reinforce exhibitions and highlight the competitive advantages of the products, improving the perception of value for money.
- 69% of the interviewed consumers are willing to purchase imported products.
- The main concerns of the consumers in Northern and Central Mexico are the economy, covid19 health related issues, unemployment and general health.

### Changes in the Way to Buy Food



Regarding the changes in the way of shopping from the pandemic, housewives recognize that now they are trying to buy only what is necessary, they have also increased their online purchases with home delivery and now have hygiene habits with the products that they normally get.



Changes when buying	%
<b>Buy the necessary</b>	20
Buy only what you need	
Buy only what I really need	
Buy the basics and essentials	
<b>Buying online</b>	17
Buy as much as you can online	
To ask to domicile	
<b>How to buy</b>	16
Buy with healthy distance	
Having hygiene measures with products	



Quédate en casa

