

**Mexico**  
**Monthly Report**  
**October**

**Market Overview**

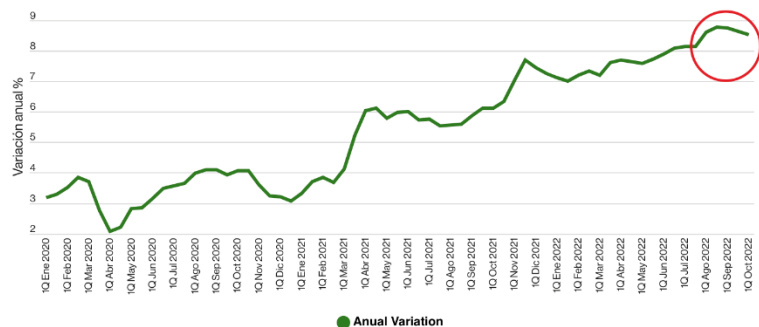
***Economy***

Mexico's economic activity continued to slow down in September, weighed down mainly by the services sector. According to the Economic Commission for Latin America and the Caribbean (CEPAL for its acronym in Spanish) Mexico's GDP will grow 1.1 percent in 2023. For the economies of Central America and Mexico, and due to changes in the dynamism of the United States, their countries' main trading partner and main source of remittances, would affect both the external sector and private consumption. However, the lower prices of basic goods would act in favor insofar as several of them are net importers of food and energy.

INDICATOR	PERIOD	RESULT	PERIOD	RESULT
<b>GROSS DOMESTIC PRODUCT</b>	Aug 2022	0.9%	Oct 2022 forecast	1.1%
<b>INFLATION</b>	Oct 2022	8.70%	Nov 2022 forecast	8.31%
<b>TRADE BALANCE MEXICO</b>	Aug 2022	-\$5.959 B USD	Sep 2022 forecast	-\$3.9 B USD

***Inflation***

Inflation in Mexico slows down in the first half of October, reaching 8.53%, which implied a slowdown in consumer prices.



Source: Inegi

Bloomberg Linea

### Exchange rate



Level	MXN per USD
Average	\$19,9112
Maximum	\$19,9399
Minimum	\$19,8941

### US Trade

Mexico repositioned itself as the first trading partner of the United States in August. In August, Mexico's total merchandise trade with the United States totaled 70.3 billion dollars, with exports of 40.3 billion and imports of 30 billion. According to data from the World Trade Organization (WTO), Mexico continues to show a high degree of concentration in its export markets.

Despite the diversification of the manufacturing sector, automobiles and tractors continue to be the main export product, representing 27.9% in 2021 of manufacturing exports.

Regarding the agri-food sector, the value of imports reached 3,822 million dollars, 24.2% higher than compared to the same month of 2021. The main import products were cereals, seeds and oilseeds and meat and edible offal, which represented 27, 14 and 13 percent, respectively, of Mexican agri-food purchases from the United States.



## The "Buen Fin" will raise economic development

"El Buen Fin" is a commercial event held every year in Mexico in the month of November and consists of the promotion and distribution of products and services by various companies in order to promote trade, through offers, discounts and/or rebates. This event is equivalent to the "Black Friday" in the US.

During the past Good End 2021, a spill of 195 thousand was obtained, which took place from November 10 to 16, daily sales for the tertiary sector averaged 38 percent more than in 2020, with a total spill of 191 thousand million pesos at the national level.

This year, from November 18 to 21, a spill of 195 billion pesos is expected and businesses prepare promotions and discounts in support of the family economy. This commercial initiative has contributed to reactivate the Mexican economy.

### 2022 projects

M22GXLAPMR	Recipe development	June-October	Pending approval to send final edits to companies to get approval. Final reports done by Friday.
M22GXLAPIS	Mexico In-Store Promotions	May - August	Retail marketing campaigns finished with Walmart and HEB. Pending payment to Walmart.  Pumpkin promotion finished last week, will work in final report and claim.
A22GXMXSTP	Seafood inbound	August 21 <sup>st</sup> – 25 <sup>th</sup>	Completed, final report and claim sent.
M22GXLAIIB	Latin America Ingredient Inbound Mission to OR/ID	October 31 <sup>st</sup> – Nov 4 <sup>th</sup>	Cancelled.
M22GXLAPOB	Mexico HRI Outbound Mission to Mexico City & Tijuana	July 11-15	Claim and report submitted
M22GXLAPTS	WUSATA Pavilion at Espacio Foods Trade Show	Late September – Confirm dates.	Cancelled



	Oregon Groundfish Promotion	August - March	Planning phase for menu promotions
ATP	Onion program	Sep – March	Industry dinner – Nov 16 <sup>th</sup>
A22GXMXHIS	Onion inbound	September 18 - 21	Final report and claim submitted
ATP	Mega Mission MX & LATAM	December 5 <sup>th</sup> -9 <sup>th</sup>	Recruitment on-going. Purchasing flights on-going.
M22GXLAPM2	Latin America Consumer Oriented Research	Oct 31-Dec 9	Working on recruitment.

