WEBINARS

CHANGES IN THE MEXICAN MARKET

Wednesday, Apr 22, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Jan 15 - Wednesday, Apr 22, 2026
Riverside | United States of America

https://www.wusata.org/e/4L8ASS6

EVENT DETAILS

This seminar is designed for Western U.S. exporters - particularly growers, packers, processors, and food marketers - who are active in, or considering expansion within, the Mexican market and want to understand how conditions have changed over the past year. Building on prior WUSATA programming, this refreshed session will highlight recent shifts in consumer behavior, retail and foodservice dynamics, and trade-related factors affecting demand for imported food and agricultural products in Mexico.

The presentation will provide a current snapshot of the Mexican market, highlighting key changes, high-potential product categories, and channel-specific considerations. Attendees will gain practical insights into how these developments impact pricing, positioning, and distribution strategies, supported by real-world examples from recent exporter experiences.

Detailed Webinar Overview:

1. Welcome & Objectives

- Introduction to session goals: understanding recent changes in the Mexican market
- Why Mexico remains a critical export destination for U.S. food and agriculture
- How recent developments affect exporters in 2026

2. Mexico Market Landscape: Big Picture Trends

- Economic conditions and consumer purchasing power
- Currency movements and implications for import demand
- Overall trade environment and cross-border dynamics

3. Consumer Behavior and Purchasing Trends

- Increased price sensitivity and value-oriented buying
- Continued demand for convenience, packaged, and ready-to-eat foods
- Growing interest in health, nutrition, and food safety

4. High-Potential Product Categories

- Fresh fruits and vegetables
- Dairy, meat, and processed food products
- Ingredients and foodservice-oriented products
- Opportunities within both value-driven and premium segments

5. Retail and Foodservice Developments

- Traditional trade vs. modern retail performance
- Expansion of convenience stores and discount formats
- Food service recovery and evolving demand patterns

6. E-Commerce and Digital Channels

- Growth of online grocery and last-mile delivery platforms
- Role of digital channels in urban and border markets
- Using e-commerce to test demand and support market entry

7. Trade, Regulatory, and Logistics Considerations

- Recent regulatory or compliance considerations affecting imports
- Border operations, transportation, and supply chain trends
- Managing risk, timing, and costs in a changing environment

8. Case Study & Market Insights

- Real-world examples from recent exporter experiences
- How market changes affect pricing, promotion, and partnerships
- Key lessons learned for U.S. exporters

9. Q&A

- Interactive discussion with participants

Participants will be able to:

1. Identify key changes in the Mexican food and agricultural market over the past year.

2. Understand how economic and consumer trends are influencing import demand.

3. Recognize shifts in retail, foodservice, and e-commerce channels.

4. Evaluate how regulatory and logistics developments affect market access.

5. Apply current market insights to refine pricing, product mix, and distribution strategies.

6. Leverage case study lessons to anticipate risks and identify near-term opportunities in Mexico.

The meeting link will be sent to registered companies before the meeting via email

Presented by Bryant Christie Inc.,

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373