

WEBINARS

2020 MEXICO MARKET SURVEY RECAP WEBINAR

Thursday, Oct 22, 2020 | 9:00 AM - 10:00 AM

Registration: Tuesday, Oct 13 - Wednesday, Oct 21, 2020 | 12:00 PM

📍 Zoom | North America

<https://www.wusata.org/e/TAA5NLO>

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®), Imalinx, and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2020 WUSATA Mexico Market Survey Recap Webinar - Thursday, October 22, 2020 at 9:00am PDT

WUSATA is introducing a webinar designed to educate and update food & beverage companies about the current consumer trends in Mexico and the Covid-19 impact. Over the past few months, WUSATA has been working closely with our in-market contractor, Imalinx, to conduct in-depth consumer research in Northern and Central Mexico. The goal of this research is to help food and beverage companies represented in the 13 Western States to better understand the current lifestyles, trends, Covid-19 impact, and buying habits of Mexican consumers, as well as a detailed study on 5 categories: Healthy Snacks, Dressings and Sauces, Beverages, Pet Food Supplements, and Packed Organic Products. This research will better help you understand how to be competitive in these regions of Mexico.

Mexico is one of the fastest growing agricultural markets representing great potential for U.S. food & beverage products. It is currently the third largest market for U.S. exports, influenced by modernization of trade and increase in number of retail stores.

Overall, Mexico's economy has been performing well, with an anticipated GDP growth rates of 2.2% in 2018 and up to 2.8% by 2025. The USMCA trade agreement is expected to increase investment into Mexico, which will also provide benefits to the economy.

Sign up today for this webinar and learn more about how your company can perform well in Mexico!

Benefits of Participation:

- Learn more about current consumer trends in Mexico and the impacts by COVID-19

Participation Fee: Complimentary

Registration Deadline: October 21, 2020 at 5pm PDT



PRODUCT DESCRIPTION

Suitable Products: Healthy Snacks, Dressings and Sauces, Beverages, Pet Food Supplements, and Packed Organic Products

INDUSTRY FOCUS

Consumer Oriented	Natural/Health	Organic	Pet
Food and Products			