

Survey looks at what consumers in Mexico want

April 10, 2017

Mexican consumers are looking for time-saving, convenient meal options, as well as kid-friendly restaurants, quality products and restaurants that cater to dietary needs, according to a new survey by **Culinary Visions Panel**.



"They also have an increased appetite for global and specialty regional foods that they find difficult making on their own," **Sharon Olson, Executive Director of Culinary Visions Panel**, said in a news release.

Over 1,000 Mexican consumers were surveyed about their attitudes and behaviors related to meal choices at home, in the workplace and at restaurants. The study outlines five insights:

Dining attitudes are influenced by their emphasis on a family-centric dining culture

The survey showed 76 percent of Mexican consumers agree that sharing a meal at home with their family is important and 69 percent say preparing a meal together is an important family ritual. Even when dining away from home, Mexican consumers are more interested in kid-friendly restaurants than those in the United States and Canada with 63 percent of Mexican consumers believe being kid-friendly in restaurants is important as opposed to 35 percent in the other countries.

Consumers in Mexico shape their dining priorities around food trust

Seventy six percent of the Mexican consumers surveyed believe that it's important they trust restaurants to purchase quality ingredients, while 73 percent of them believe it's important they trust their local deli to purchase quality ingredients. These numbers are slightly higher than 68 percent of the consumers surveyed who said they shop at local fresh markets because they know and trust the vendors.

A dining priority is a desire to fulfill their dietary needs

Consumers in Mexico are more interested in restaurants that cater to their dietary needs than in the United States and Canada with 66 percent of the consumers surveyed said choices that meet their dietary needs is important. Fifty two percent of Mexican consumers believe restaurants catering to dietary restrictions are important versus 39 percent in the other countries.

Convenience drives demand and influences dining choices

Fifty eight percent of the consumers surveyed believe quick and easy drives their choices when eating at work with 53 percent saying prepared food from the deli is convenient and generally a good value for the price. Also, 51 percent of them said they prefer shopping at a deli more than a market because it is more convenient. Still, 41 percent of consumers in Mexico said they would probably wait in a long line rather than skipping a purchase as opposed to 15 percent in the United States and Canada.

Interest in global and innovative regional foods

Although 75 percent of Mexican consumers enjoy ordering Mexican food in restaurants, 69 percent of them also appreciate international foods when dining out and 45 percent love ordering American food at a restaurant. Convenience is more important to consumers in Mexico where 63 percent say they lack the time to prepare authentic international foods. While 65 percent of those surveyed agreed that Oaxacan cuisine is the most innovative cuisine in the country, 58 percent of them said they like to purchase authentic foods that are complicated to prepare from a market.