

Market Overview

Mexico – the 3rd largest export market for the U.S. - continues to be a growth market with excellent opportunities for U.S. products. Since the inception of the NAFTA, Mexico has become one of the largest and fastest growing markets for U.S. agricultural products. Mexico's proximity has made the tourism and restaurant sectors dynamic for U.S. exports.

Exports from the SUSTA region to Mexico have been on a steady rise, increasing from \$5.1 billion in 2012 to \$5.5 billion in 2014. The close proximity of this market to the SUSTA region makes it a relatively easy and rewarding export market.

Ever since the signing of the North American Free Trade Agreement (NAFTA) in 1994, total U.S. exports to Mexico have increased 375 percent. It brought about the immediate elimination of tariffs on more than one-third of U.S. exports to Mexico. Since then, all U.S.-Mexico tariffs have been eliminated.

Opportunities and Advantages

- Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value.
- Trade is further facilitated by the proximity of Mexico to the United States, cross-cultural awareness and strong bilateral relationships throughout the public and private sectors.
- Continued growth in almost all of the processed food industry in Mexico will result in an increased need for inputs.

Market Challenges

- Mexican consumers are price sensitive; imported products are generally higher in price.
- Transportation and distribution methods inside Mexico are undeveloped in many regions.

SUSTA Sponsored Events in Mexico:

Expo ANTAD
Abastur
Mexico Inbound Trade Mission (to Atlanta, GA and Oklahoma City, OK)

- http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide_Mexico%20City%20ATO_Mexico_1-16-2015.pdf
- Sourced from Euromonitor
- http://www.diplomacy.bg.ac.rs/mpro_sa00_4.htm

Funding for SUSTA's
Market Access
Programs provided by

