

# MEXICO'S PACKAGING MACHINERY MARKET

## 2017-2018



Global Marketing

For more details about this dynamic market, download PMMI's [2017 Mexico Packaging Machinery Market Assessment Summary](#). Full report coming soon!

### EXPORT



80 to 85% of Mexico's machinery market is fulfilled by imported machinery.

### IMPORT



Packaging machinery imports had an average annual growth rate of 5.4%.

### DEMAND



Uncertainty surrounding NAFTA and 2016 U.S. election results will slow packaging machinery demand in the short term.

### Mexico's Demographics

Working age people will outpace dependents – sufficient job creation will translate into a faster-growing economy

### A record number of new jobs

3.3 million jobs have been created during the last 5 years; 1 million jobs per year forecast to be created by 2020

### Mexican companies exporting to other, non-US markets

Free trade agreements with 46 countries that represent almost 80 percent of global GDP

### Buy-Mexican Campaigns

Increased demand for Mexican-made products

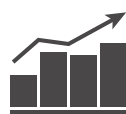
### Internal demand remains strong

In 2016 nominal retail store chains increased 6.6%



### Increasing Efficiency

Mexican companies invest in technologies to increase efficiency.



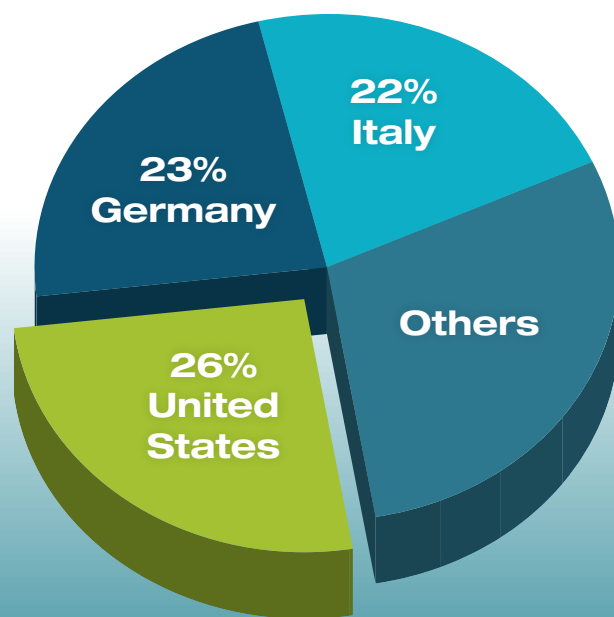
### Mexico is following international packaging trends

Ready-to-eat meals and healthier, functional foods



### Internationally Competitive

Mexican exports increased 9% in Feb. 2017. The increase of exports to the United States was 3.9% while exports to the rest of the world increased 13.5%.



The U.S. is the leading packaging machinery provider to Mexico at 26% value share, they are followed closely by Germany (with 23% value share) and Italy (with 22% value share).

## RECOMMENDATIONS FOR PMMI MEMBERS ON APPROACHING THE MEXICAN MARKET

- 1 PRIORITIZE FLEXIBILITY, CUSTOMIZATION AND LOCAL SERVICE OFFERED AT FAIR PRICE.
- 2 ESTABLISH A LOCAL PRESENCE. STRUCTURE SOLID AND RELIABLE MAINTENANCE AND SERVICE CAPABILITIES IN MEXICO.
- 3 PRIORITIZE INVESTING IN DEVELOPING MACHINERY THAT OFFERS LOW-ENERGY CONSUMPTION.
- 4 MARKETING AND PROMOTION ARE CRITICAL: PARTICIPATE IN TRADE SHOWS AND INDUSTRY EVENTS TO DEMONSTRATE A COMMITMENT TO THE MARKET.



EXPO PACK Guadalajara 2017 (June 13-15; Expo Guadalajara, Jalisco, Mexico) will be the largest packaging and processing show in Mexico in 2017, showcasing the latest solutions in packaging and processing machinery, materials, containers and other related goods and services.

EXPO PACK Guadalajara offers direct access to the packaging and processing industries in Mexico.

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