

## In Mexico the food basket increased its price almost 8% last year

More than 49 million people in the country do not earn enough money to buy a food basket with all the basic products they need, as prices increased considerably last year



### SUMMARY

People decided not to buy in stores and buy online instead, as they consider it safer to prevent infections. However, not all people have the resources to buy basic food products, like a liter of milk, which costs more than \$20 pesos these days.

Although the products in a basic food basket are not set, the most popular products that Mexican families buy should be included, like the ones previously mentioned. However, in those regular expenses some personal supplies were not included like deodorants, undergarments, body cream, or toothpaste; which are basic items for personal care, but they must be considered as an additional expense.

### CMT helps vulnerable sectors

Congregación Mariana Trinitaria (CMT) helps Mexican families so that they are able to buy basic products regarding nutritional matters like milk.

The Federal Consumer Prosecution (PROFECO) mentions that the average price of a liter of milk in the country this year is over \$20 pesos, considering only the most popular brands. A family with two or three children usually buys two liters every day, which means a considerable expense for young parents. For that reason, CMT through its Network of Food develops social programs to benefit the most vulnerable people.

Among the considerable number of success stories, we can mention the one that took place in the municipality of Centro, Tabasco (in Villahermosa). In this place, in less than 3 years more than 3 million liters of milk were delivered to families who needed help, and by doing so they were able to get benefits for their economy too.

On the other hand, families are able to increase their productivity and get more income by means of connectivity programs to provide them with internet connection. By doing that, families will have the chance of staying safe at home and buying products online, and in the meantime, they will be able to sell their products to other people.

#### Food basket in rural areas

#### Food basket in urban areas



| July 2020 | July 2021 |
|-----------|-----------|
| \$1,287   | \$1,387   |

| July 2020 | July 2021 |
|-----------|-----------|
| \$1,688   | \$1,810   |

In a study developed by *División WorldPanel de Kantar*, they emphasized that cleaning supplies are the most popular products that Mexican families buy. Nevertheless, they bought less products than last year, but that also happened with household supplies and personal care items. In addition, in-person shopping decreased in stores and department stores because people decided to buy online as they believe that it is safer to avoid infections during the pandemic.



“In this context, some of the insights we detected during the second trimester were: families avoid going out, and if they have to go to stores, they decide to buy enough supplies to store them at home. Premium brands became more popular as people decided to buy more alcoholic drinks, household supplies, and food”, was mentioned in the research.

### CMT successful case



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