

Click on the content you want to know more about.

MENU.
Click to return to this page.

THE GLOBAL
SUPERFOODS
INDUSTRY

GLOBAL PLAYERS
AND CONSUMPTION
PATTERNS

GLOBAL VALUE
CHAIN STRUCTURE

THE INDUSTRY
IN MEXICO

THE STRATEGIC
DECISION

REFERENCES

2-SP02-10-107

Publication date: August 21, 2025

Last review: August 21, 2025

Mexican Superfoods: A Global Trend with Untapped Potential?

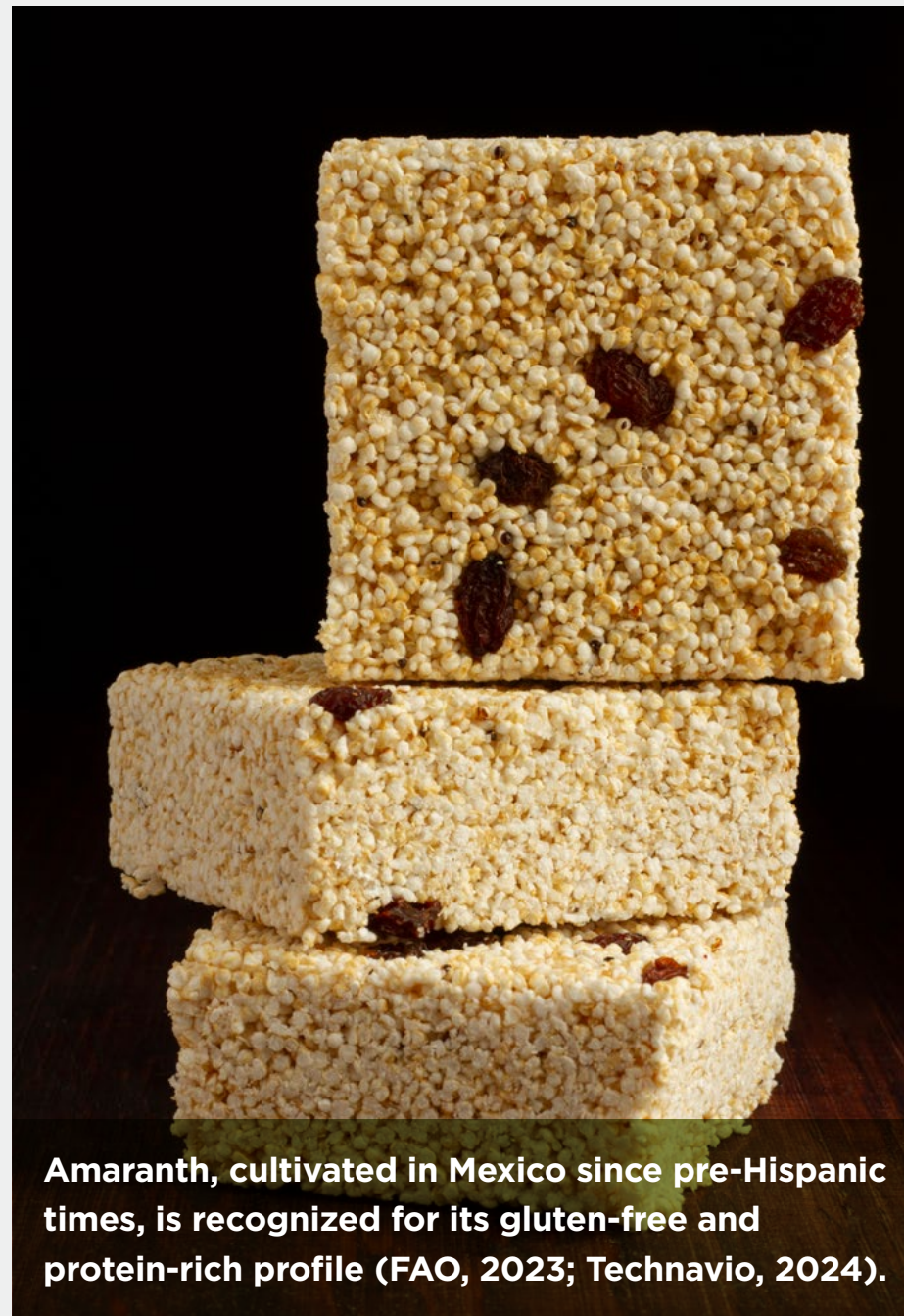


Imagen. Freepik, 2025.

THE GLOBAL SUPERFOODS INDUSTRY

The global superfoods market is expanding steadily, driven by consumer interest in natural, nutrient-dense foods with health benefits (Statista, 2024c). In 2022, the market was valued at USD 162.6 billion and is expected to reach USD 226.3 billion by 2028 (CAGR: 5.74%) (Statista, 2024c). A parallel forecast projects growth from USD 17.8 billion in 2023 to USD 35 billion by 2035 (Market Research Future, 2024).

Superfoods are defined as nutrient-dense foods with scientifically recognized health benefits, often linked to cardiovascular, digestive, and metabolic wellness



ImageFreepik, 2025.

Amaranth, cultivated in Mexico since pre-Hispanic times, is recognized for its gluten-free and protein-rich profile (FAO, 2023; Technavio, 2024).

(Market Research Future, 2024; Statista, 2024c). This category includes super-

seeds, supergrains, superfruits, supervegetables.

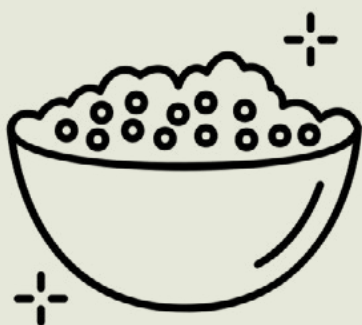
Among the fastest-growing segments are superseeds and supergrains, valued at USD 27.5 billion in 2024, with projections of USD 41.9 billion by 2029 (Technavio, 2024). This includes chia and amaranth, both of which are gaining relevance in health and wellness markets (Technavio, 2024). Chia, native to Mesoamerica, is valued for its omega-3s, fiber, and protein, and it is widely used in health foods and supplements (Technavio, 2024). The chia seed market was valued at USD 195 million in 2022, projected to reach USD 390 million by 2033 (Statista, 2024a). Amaranth, though not tracked independently in global trade data, it is grouped among ancient grains like quinoa and teff and seen as a high-potential crop for health-focused markets (Technavio, 2024).

SUPERFOODS



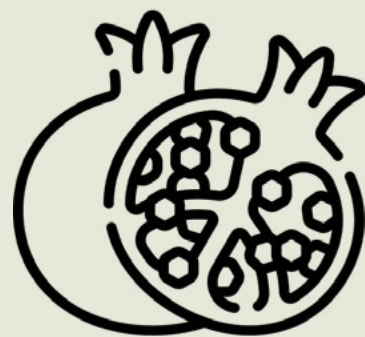
SUPERSEEDS:

Such as chia, flaxseed, hemp, and sunflower seeds, known for their omega-3 fatty acids and fiber (Technavio, 2024).



SUPERGRAINS:

Like amaranth, quinoa, teff, and buckwheat, valued for gluten-free and high-protein properties (FAO, 2023; Market Research Future, 2024).



SUPERFRUITS:

Such as acai, goji berries, blueberries, and pomegranate, recognized for antioxidants (Statista, 2024c; Technavio, 2024).



SUPERVEGETABLES:

Including kale, spinach, broccoli, and beetroot, notable for vitamins and minerals (Market Research Future, 2024).

Images. Ehtisham Abid, zky.icon, Freepik and max.icons in Flaticon, 2025.

GLOBAL PLAYERS AND CONSUMPTION PATTERNS

Global consumption of superfoods is shaped by demand for functional snacks, powders, beverages, and nutritional supplements, which allow consumers to integrate nutrient-rich foods into their daily routines conveniently (Technavio, 2024; Market Research Future, 2024). Functional snacks, such as energy bars and puffed cereals, dominate retail categories, while powders and seed blends are widely used in smoothies and plant-based diets (Technavio, 2024).

Leading global companies combine processing capabilities, certifications, and diversified product portfolios to secure competitive advantages (Technavio, 2024). For example, the Chia Co (Australia) offers chia-based products, including whole seeds and ready-to-eat snacks, distributed through e-commerce and retail channels (Technavio, 2024). Benexia (Chile) specializes in chia oils and functional ingredients, supplying both consumer and industrial markets with organic certifications (Technavio,

2024). Navitas Organics (USA) markets a broad portfolio of superfoods, including chia, cacao, and goji berries, positioning them as plant-based nutritional boosters (Technavio, 2024). These companies operate across multiple superfood segments — including seeds, grains, and fruits — reflecting the industry’s trend toward diversified product portfolios (Market Research Future, 2024; Technavio, 2024).

Paraguay, China, and Mexico lead global chia exports, with Paraguay reaching USD 112.4 million, China USD 88.1 million, and Mexico USD 29.2 million in 2022 (Statista, 2024b). On the import side, the United States dominates with USD 174.7 million in 2024, followed by the United Kingdom (USD 34.2 million) and Canada (USD 24.8 million) (Statista, 2024d). For amaranth, trade data are more limited. Still, Peru has successfully positioned it —alongside quinoa— through certifications and territorial branding, expanding its presence in premium markets in North America and Europe (Technavio, 2024). Additionally, the United States and Australia play a central role in processing and packaging, transforming raw imports of chia and amaranth into high-value functional foods (Technavio, 2024).

Image. Freepik, 2025.

In beverages, superfoods are incorporated into hydration drinks and non-dairy alternatives, responding to clean-label and health-oriented trends (Market Research Future, 2024).



GLOBAL VALUE CHAIN STRUCTURE

The global value chain for superfoods like chia and amaranth involves several stages: primary production, processing, certification, marketing, and international distribution (Technavio, 2024). Primary production is concentrated in Latin America and Asia, especially Paraguay, Mexico, Peru, and India, due to favorable agro-climatic conditions and long-standing cultivation traditions (Statista, 2024b; Technavio, 2024).

The processing stage, which converts raw seeds and grains into products like flours, energy bars, and nutritional blends,

is dominated by companies in the United States, Germany, and Australia. These firms leverage advanced technologies, specialized packaging, and food safety compliance, enabling them to deliver high-value products to health-conscious consumers (Technavio, 2024; Market Research Future, 2024).

Beyond seeds and grains, companies dominating processing and certification stages also handle superfruits and vegetables, incorporating antioxidant-rich ingredients into functional products and premium blends for global markets (Technavio, 2024). This diversification strengthens their competitive advantage and highlights the broader scope of the superfoods value chain.

Certification and differentiation are critical stages, with organic, gluten-free, ve-

gan, and fair-trade certifications serving as both value drivers and barriers to entry for smaller producers (Technavio, 2024; Statista, 2024c). Certified products command premium prices and gain access to North American and European markets, where demand for clean-label foods is highest (Market Research Future, 2024).

Distribution and commercialization increasingly rely on e-commerce platforms like Amazon and iHerb, as well as specialty retailers such as Whole Foods and Planet Organic, which allow even niche brands to reach international audiences (Technavio, 2024). Digital channels enhance traceability and storytelling, enabling producers to market sustainability and cultural authenticity as differentiators (Market Research Future, 2024).

THE INDUSTRY IN MEXICO

Global superfood leaders use innovation, certifications, and branding to compete across seeds, grains, fruits, and vegetables, building diversified portfolios (Market Research Future, 2024; Technavio, 2024). In contrast, Mexico remains focused on chia and amaranth, leveraging its heritage but constrained by limited post-harvest infrastructure and weak vertical integration, which restricts its role in premium global segments (FAO, 2023; Technavio, 2024).

Chia: A growing but underleveraged asset

Mexico is a secondary player in global chia exports, with USD 29.2 million in 2022, far behind Paraguay's USD 112.4 million and China's USD 88.1 million (Statista, 2024b). Most Mexican chia is exported as raw seeds, with minimal investment in downstream processing into protein powders, oils, or functional blends (Technavio, 2024).

Several Mexican firms are active in chia production and exports, such as QualiChia, which exports organic chia seeds; ChíaMaya, producing chia-based flours and beverage ingredients; and Agroproductores de Jalisco, which specializes in raw and certified chia for international markets (Market Research Future, 2024).

Chia production is concentrated in Jalisco, Puebla, and Oaxaca, regions with favorable soil and climate conditions (Technavio, 2024).



Image: Freepik, 2025.



Amaranth: Cultural heritage and development potential

Mexico produced 6,178 tonnes of amaranth in 2021, with Puebla accounting for 3,750 tonnes (60%) of national output (Sursureste, 2023a). Other producing states include Tlaxcala and Estado de México, with municipalities like Juchitepec and Ozumba playing significant roles in local supply chains (Gobierno de Puebla, 2023).

Only 1.6% of Mexican amaranth production is exported, primarily to the United States and Chile, leaving considerable untapped potential (FAO, 2023). To address this, the FAO designated Mexico as a demonstration country in 2023, focusing on sustainable production, post-harvest technologies, and export-oriented cooperatives to strengthen the amaranth value chain (FAO, 2023).

Mexican companies such as Grupo Chía Amaranth, Amaranth Foods México, Agroamaranth S.A. de C.V., and Amaranth México are diversifying into puffed cereals, gluten-free flours, snack bars, and functional blends (ESS Feed, 2024). These firms leverage e-commerce platforms, organic certification, and partnerships with academic institutions to expand their market reach, though challenges in financing, scale, and value-chain integration persist (Technavio, 2024; Market Research Future, 2024).

In value terms, Puebla generated 46.2% of national production value in 2021, representing an 84.1% year-over-year increase (Sursureste, 2023b).

Image: Bobbi in Pexels, 2025.



THE STRATEGIC DECISION

Mexico, as the center of origin for chia and a historic producer of amaranth, has not yet transformed this agro-cultural advantage into a strong position in the global superfoods market (FAO, 2023).

Projections indicate that superseeds and supergrains will grow from USD 27.5 billion in 2024 to USD 41.9 billion by 2029, driven by demand for plant-based and clean-label products (Technavio, 2024). Mexico's strategic opportunity lies in shifting from raw-material exports to value-added, certified, and culturally branded products (Market Research Future, 2024).

Achieving this transition requires coordinated public-private actions focused on expanding post-harvest processing and packaging technologies (FAO, 2023; Market Research Future, 2024), increasing organic, gluten-free, and fair-trade certifications (Technavio, 2024; FAO, 2023), supporting SMEs in marketing, e-commerce, and export readiness (ESS Feed, 2024; Market Research Future, 2024), and developing regional branding strategies highlighting origin, biodiversity, and sustainability (FAO, 2023; Technavio, 2024).

In this context, it is relevant to reflect on key issues such as:

1. Given current global trends, should Mexican superfoods compete as low-cost exporters or value-added niche innovators?
2. What technological, organizational, and regulatory capabilities must be strengthened to enter premium markets?
3. If advising a Mexican SME, what strategic steps should be prioritized over the next five years to achieve international success?

REFERENCES

ESS Feed. (2024). Top 10 amaranth export companies in Mexico. <https://essfeed.com/top-10-amaranth-export-companies-in-mexico>

FAO. (2023). Mexico chosen as FAO demonstration country for the amaranth value chain. <https://mexicobusiness.news/agribusiness/news/mexico-chosen-fao-demo-country-amaranth-value-chain>

Gobierno de Puebla. (2023). Producción y comercialización de amaranto en Puebla. <https://icamex.edomex.gob.mx/amaranto>

Market Research Future. (2024). Global Superfoods Market Overview 2023–2035 [Internal report]. Retrieved from <https://www.marketresearchfuture.com/reports/superfoods-market-6553>

Statista. (2024a). Chia seed market size worldwide 2022–2033. <https://www.statista.com/statistics/1302469/global-chia-seeds-market-size/>

Statista. (2024b). Export value of chia seeds worldwide by country in 2022. <https://www.statista.com/statistics/1245952/global-exports-chia-seeds-by-country/>

Statista. (2024c). Global superfoods market value 2022–2028. In Statista Dossier: Superfoods – worldwide. <https://www.statista.com>

Statista. (2024d). Leading chia seed importing countries worldwide in 2024. <https://www.statista.com/statistics/1331372/chia-seeds-import-volume-by-country/>

Sursureste. (2023a). Infografía del amaranto en México – Producción 2021. <https://sursureste.org.mx/wp-content/uploads/2023/01/Infografia-Amaranto-2021.pdf>

Sursureste. (2023b). Panorama agroalimentario del amaranto – 2022. <https://sursureste.org.mx/wp-content/uploads/2023/01/Infografia-Amaranto-2022.pdf>

Technavio. (2024). Global Superfoods Market 2025–2029 [Market research report]. <https://www.technavio.com/report/superfoods-market-industry-analysis>