


Flash Eurobarometer

EU agricultural food and beverage products in third countries



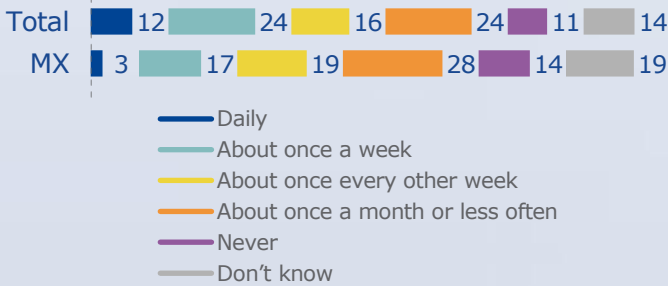
Mexico

Interviews: Total - 5125 | MX - 523 (Fieldwork: 27.10 - 04.11.2021) Methodology 
(Interviews with 20-55 year-olds, with medium-high level of education, in urban areas - 70% women/30% men. 'Total' is the result for all countries combined)

Consumption of EU food and beverage products

q1.2

How often do you consume agricultural food or beverage products from...? Countries in the European Union (%)

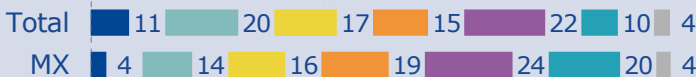


q3

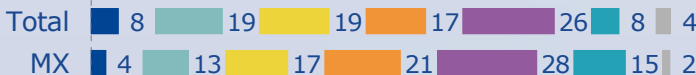
How often do you consume products from each of these categories from the European Union? (% for most consumed food products in country)

Base: Those who consume agricultural food or beverage products from countries in the EU

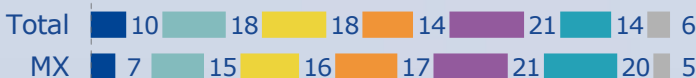
Dairy products (incl. cheese) from the EU



Confectionery (incl. chocolate) from the EU



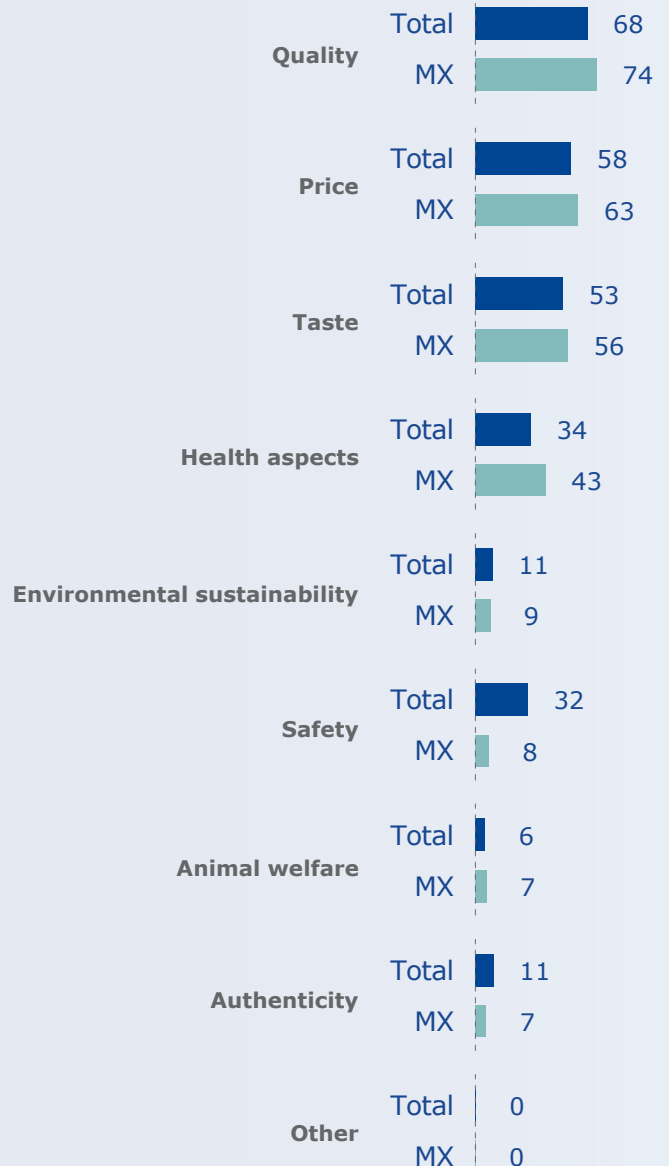
Cereals and cereal-based products (incl. bread) from the EU



Factors influencing purchasing behaviour

q4

When purchasing agricultural food or beverages, which of the following most influence your decision to buy a product? Please select up to three responses. (% Mentioned)



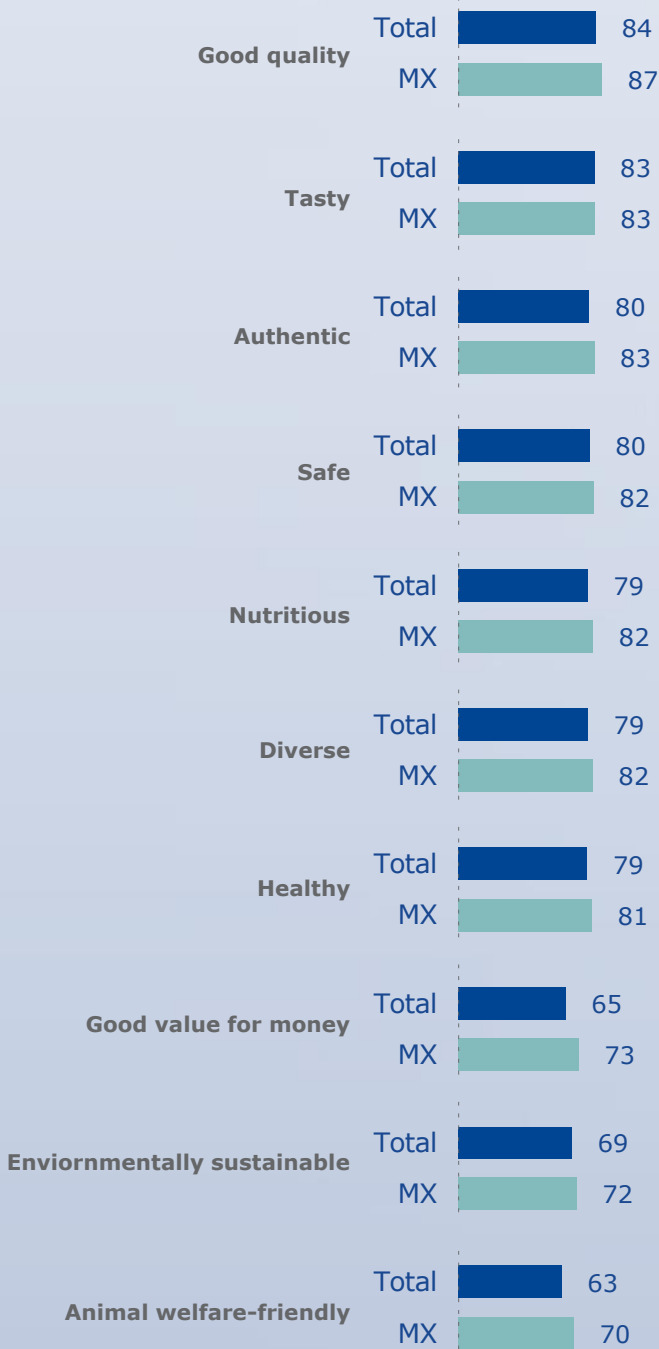
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EU agricultural food and beverage products in third countries MEXICO

Opinions about EU food and beverage products

q5

To what extent do you agree or disagree that agricultural food or beverage products from the European Union are...? (% Total 'Agree')

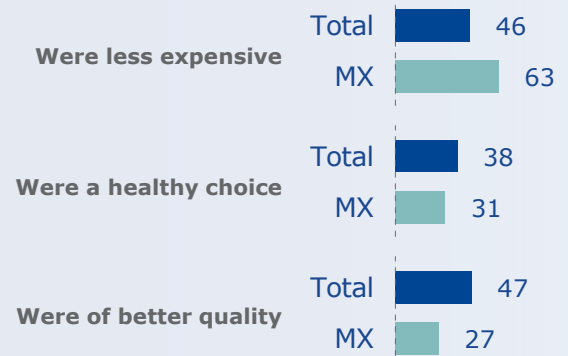


Reasons to start consuming more EU food or beverage products

q6a

Would you be interested in consuming more agricultural food or beverage products from the European Union if these products...? *Up to three answers allowed.* (% Mentioned, Top 3 responses for the country shown)

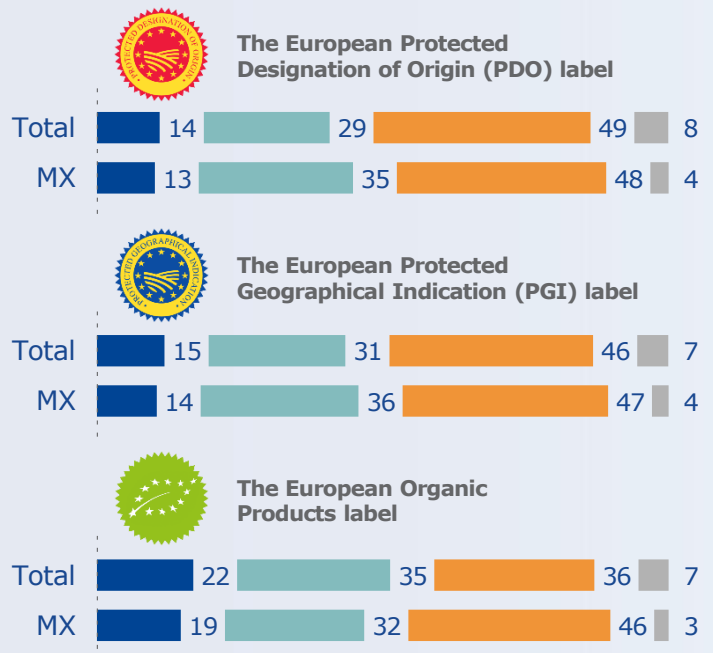
Base: Those who consume agricultural food or beverage products from countries in the EU



Quality labels

q7

Have you ever seen the labels displayed below? (%)



- Yes, I have seen it before and know what it is
- Yes, I have seen it before but I do not know what it is
- No, I never seen it before
- Don't know