

CUSTOMERS

Packaging is the largest use for plastic products. Food and beverage processors are the most important packagers, followed by cosmetics and toiletries.

FINISHED AND SEMI-FINISHED PRODUCTS

The largest users of plastics products are the food and beverage industry, and the automotive industry. The construction sector has traditionally been a major user of plastics but it is presently in a serious slump as a result of the devaluation of the peso. The cosmetics and toiletries industry is also an important user of plastic packaging.

PRINCIPAL MARKETS FOR PLASTICS, 1994

	Percentage
Packaging	42.3
Construction	22.9
Home and office products	7.9
Automotive	5.0
Clothing and footwear	4.5
Electrical and electronic products	3.3
Other	14.1
Total	100

Source: Asociación Nacional de las Industrias del Plástico, (ANIPAC), National Association of the Plastics Industry.

FOOD AND BEVERAGE INDUSTRY

The Mexican food processing and packaging industry is the most important user of plastic packaging. About 8,000 food processing companies are registered with the *Cámara Nacional de la Industria de Transformación (CANACINTRA)*, National Chamber of the Manufacturing Industry. According to chamber officials, there are more than 40,000 additional unregistered companies in the industry. These are mostly small family-owned firms. Total food processing employment is estimated at more than 670,000 people.

The industry is dominated by a few major players including *Grupo Industrial Bimbo*, *Grupo Maseca (GRUMA)* and *Herdez*. There are also a myriad of small, micro-enterprises which supply to "mom-and-pop" style stores within a few blocks or a few kilometres of their processing facilities.