

TABLE 6
SALES BY THE FOOD AND BEVERAGES INDUSTRIES
1989
(billion pesos, million dollars)

CATEGORY	# COMPANIES	SALES (pesos)	SALES (dollars)
Total food sales	425	15,538.6	6,258.0
Fats & oils	51	3,001.9	1,209.0
Milk	37	2,623.9	1,056.7
Wheat milling	93	1,575.8	634.6
Processed meats	61	1,450.7	584.3
Animal feed	50	1,088.2	438.3
Fruits & vegetables	30	1,053.0	424.2
Cookies, crackers, pasta	23	999.4	402.5
Concentrates, syrups & colourings	7	769.3	309.8
Coffee & tea	3	567.9	228.7
Starch & yeast	11	501.5	202.0
Corn flour	12	463.1	186.5
Sauces & soups	4	456.3	183.8
Chewing gum	6	364.0	146.6
Fish & crustaceans	33	317.7	128.0
Cocoa & chocolate	4	305.8	123.2
Total beverage sales	157	8,691.0	3,500.2
Beer	18	3,665.8	1,474.6
Soft drinks & other non alcoholic	76	3,267.3	1,315.9
Brandy, wine & grape bev	29	788.6	317.6
Distilled cane bev.	6	373.3	150.3
Malt	6	259.3	104.4
Tequila & agave bev.	12	221.1	89.0
Vodka, gin & other dist.	10	115.7	46.6

Source: Agenda Estadística 1990 - INEGI

Although this table does not reflect total sales value of the industry, since it is based on a sample, it still is very useful to determine sales, since, as I noted before, production in this industry is concentrated in a small number of very large firms. As can be seen, the fats and oil and the milk industries dominate total sales of food products, followed by wheat milling, meat, animal feed, bread, cookies & pasta and canned fruits and vegetables. In the beverages industry, clearly beer and soft drink sales dominate the market.

During the 1980-1988 period and in 1989, the percentage nominal growth in production of selected manufactured food products was as follows: