

the business | year



MEXICO 2022

ECONOMY | WOMEN IN INNOVATION | GREEN ECONOMY & ESG | FINANCE | ENERGY
MINING | INDUSTRY | IT & TELECOMS | LOGISTICS & SECURITY | CONSTRUCTION & REAL ESTATE
AGRICULTURE | HEALTH & EDUCATION | TOURISM & SPORTS

PHOTOS DE AUTOR

health OF THE NATION

With the agricultural wealth of Mexico, Danone has the ability to add true value to the sector by innovating along every point in its supply chain.



Silvia Dávila
REGIONAL PRESIDENT LATIN
AMERICA & MEXICO GM,
DANONE DAIRY, PLANT BASED,
AND WATERS

How does Danone seek to promote health especially in Latin America and Mexico?

One of the things that we are extremely proud of is our healthy portfolio. Right now, we are looking at an integration of our three businesses, but always with a great focus on the consumer. We are proud providers of hydration. We have a whole water business featuring Bonafont, which is one of the most emblematic brands in Mexico, as well as Font Vella in Spain, Evian and Badoit. This is extremely important, because tap water is not safe to drink, and this is a matter of life and health and continuity. Then, we have an entire portfolio of dairy- and non-dairy-based products. Our history was focused on dairy, though non-dairy has since become a trend. We always work to make our products healthier, such as ferments and flavor with natural fruit or as little sugar as possible. We try to achieve sweetness through fruit, since Mexicans have a love for sweet things. We have to find a way to make the product healthy and, at the same time, delicious. The third portfolio is dairy formulas that also include products for children who have allergies, who are lactose intolerant, and so on. We also have a whole line of medical products for people with major health problems or allergies and require a special diet. Health is indeed the cornerstone of our entire portfolio. It has to do with a great commitment to serving our purpose, One Planet, One Health.

In what ways did consumer habits change in Mexico during the pandemic?

From the outset, sales of water in our smaller bottles fell dramatically with the lockdown, while sales of 20l water containers for homes boomed. In addition, we are extremely active in children's

lunchboxes, having several brands that go to lunchboxes, one of the most important being Danonino. Danonino also suffered heavily during the pandemic. We had to switch to home formats and launched a half-pound Danonino. We did a great deal of work on larger-sized yogurts for home consumption. Overall, there has also been a general tendency toward sugar-free and natural products that also protect the immune system. For example, we launched Danone Defensis based on our consumers' demands and letting them know we have a solution for them. Besides offering the consumer new formats for their home consumption, through our social media channels, we also gave them new and fun recipes to cook at home in a healthy way.

Why is Mexico an ideal place to invest in for agriculture?

Mexico is an important place to invest in because of its agricultural richness. For Danone specifically, when we innovate and think long term, we think about our entire supply chain because as a company that's where we can truly add value. That will make us strong in the long run: truly seeing the creation of value at every point in the chain. Danone's headquarters are in France; however, 40% of our brands in Mexico are global brands, while 60% are local brands. Even the 40% that are global are executed in a way that is highly relevant to the national market. For example, the flavors of Danone in Mexico can never be found in France, such as fig, coconut lemon, banana, or guava. Danone Mexico products are sweetened with agave and regional Mexican fruits. We develop our products for the Mexican taste. We have an Activia that is pineapple nopal, or papaya. You cannot find this anywhere else in the world. ✖

Danone has a health-based portfolio

In Mexico, Danone has 15 brands, of which 60% are local

BIO

Silvia Dávila began her career at McDonald's Mexico and later joined the Procter & Gamble team, as part of its marketing staff. Afterwards, she was general manager for the chocolates and pet divisions for Mars Mexico. She then became vice president and global food chief marketing officer for Mars in Belgium. In 2017, she was appointed regional president Latin America at Danone Dairy. She serves as advisor of the Technological University of Mexico (UNITEC) and is a member and fellow of the International Women Forum (IWF). She graduated with honors in her marketing BA from UNITEC and completed a master's in business economics at the Monterrey Institute of Technology and Higher Education (ITESM).