



Authentic Mexican

While we all love a bit of Tex-Mex, the foodie focus has been turning towards 'authentic Mexican' cuisine over the past few years. Instead of cheesy enchiladas, think corn tortillas, fresh coriander, salsa verde, mole poblano and lime. The emphasis is more on fresh aromatics instead of heavy dairy. Just look at the plethora of new restaurant openings in Melbourne, Sydney, Auckland and other large cities - restaurants that promise authentic Mexican cuisine are generating interest, whereas Tex-Mex is often perceived as less aspirational.

Australians and Kiwis are big consumers of Mexican food, with Mexican being the second most common 'world cuisine' eaten in Australia. And we are hungry for authenticity! Research shows that 38% of Aussies are influenced to buy a food item or product because of its perceived authenticity. Consumers' exposure to social media content, travel, and different restaurant dining experiences has opened a new world of flavour, and they're curious about authentic cuisines like never before.

- 65% of Australians say they've eaten Mexican cuisine in the last 3 months (Mintel, 2025)
- Around 20% of Australian consumers like to eat at restaurants because it lets them discover new foods and experiences. (Mintel Consumer Data, 2026)
- The Food People rate Mexican cuisine a 4.5 on the trend-setting score, and Tex-Mex only as a 2.5. (TFP, 2026)
- Authenticity can have premium cues for Mexican cuisine (Mintel, US, 2026)
- Mexican is the third most eaten cuisine in New Zealand following Chinese & Thai. (Mintel Consumer Data, 2025)

On the Shelves



Isadora, Barbacoa Mexican Style Seasoned Beef. Described as an 'authentic line of Mexican cuisine' that highlights the passion and creativity of Mexican food. This dish is said to originate from the Tlaxcalteca culture. (USA, 2026)



Xochitl, The Dipper Mexican Style White Tortilla Chips. Made from white corn using 'time-honoured Mexican traditions' to provide an authentic Mexican crunch. Significantly outperforms the subcategory according to Mintel. (USA, 2026)



Modus, Tepache Pineapple Hard Soda. Spiked pineapple-infused beverage that has been crafted from a traditional Mexican recipe. (AU, 2026)



Sabor de Oaxaca, Mole Negro. Described as a famous Oaxacan sauce that combines chilli and chocolate. Said to be easy to use in this convenient format. (AU, 2026)



On the Menu



Cabbage Al Pipian Rojo. Roasted pressed vegetables with cavolo nero. Pipian is described on the menu as a 'lighter mole dating back nearly 10,000 years to the Aztecs and Mayans'. (Lottie, Sydney, 2026)



Tamales. Described as 'Mexican white corn dough filled with salsa de tomatillo and fresh jalapeno, wrapped in corn leaf.' (El Columpio, Melbourne, 2026)



Described as serving 'ancestral Mexican food' and authentic Oaxacan cuisine. (Little Fires, London, 2026)



Horchata milk tea with vanilla cold foam and boba. Horchata is a traditional Mexican rice-milk drink that has become popular in recent years. (Sunny Sunny, Los Angeles, 2026)

Both Old El Paso and Kraft Heinz are developing a range of more adventurous and traditional Mexican products in the UK, signalling a shift in the category.

-Niamh Leonard-Bedwell, The Grocer 'Tex-Mex's death is nigh as Brits pursue maximum Mexican meals', 2024.

Mexican cuisine is well-loved around the world, and many Millennial and Gen Z consumers in ANZ have grown up surrounded by quick-service Mexican options and Mexican convenience brands in supermarkets. As such, many consumers have a basic understanding of Mexican food, and already know that they enjoy the flavours. This leaves room for brands and manufacturers to experiment with more authentic and traditional options, allowing consumers to trade up and experiment with Mexican cuisine beyond tacos and churros.

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