Memoria Estadística 2019

Capítulo 11. Ánalisis financiero

11.2 Estado de Resultados de la industria de conservas alimenticias

	Millones de pesos								Variación anual								
Concepto	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2015-2019**
Total de ventas	**77,206.1**	**83,105.5**	**86,033.2**	**91,230.6**	**100,093.4**	**110,093.1**	**117,778.3**	**120,526.3**	…	7.6%	3.5%	6.0%	9.7%	10.0%	7.0%	2.3%	7.2%
Costo de ventas	52,387.3	57,674.0	62,332.0	63,475.6	67,215.9	76,727.4	83,997.5	87,021.4	…	10.1%	8.1%	1.8%	5.9%	14.2%	9.5%	3.6%	8.2%
Materia prima	35,843.4	38,542.6	40,906.9	40,714.6	42,841.7	49,152.7	53,639.0	55,618.6	…	7.5%	6.1%	-0.5%	5.2%	14.7%	9.1%	3.7%	8.1%
Mano de obra	3,529.3	4,014.9	4,152.6	4,245.2	4,726.0	4,802.1	5,104.4	5,247.9	…	13.8%	3.4%	2.2%	11.3%	1.6%	6.3%	2.8%	5.4%
Costos indirectos	13,014.6	15,116.5	17,272.5	18,515.8	19,648.2	22,772.6	25,254.1	26,154.8	…	16.2%	14.3%	7.2%	6.1%	15.9%	10.9%	3.6%	9.0%
Utilidad bruta	**24,818.8**	**25,431.5**	**23,701.2**	**27,755.0**	**32,877.5**	**33,365.7**	**33,780.8**	**33,504.9**	…	2.5%	-6.8%	17.1%	18.5%	1.5%	1.2%	-0.8%	4.8%
Margen de utilidad bruta	32.1%	30.6%	27.5%	30.4%	32.8%	30.3%	28.7%	27.8%									
Gastos de operación	**20,644.5**	**21,802.5**	**20,524.7**	**22,123.0**	**25,299.5**	**27,351.8**	**30,015.7**	**32,204.2**	…	5.6%	-5.9%	7.8%	14.4%	8.1%	9.7%	7.3%	9.8%
Margen de operación	26.7%	26.2%	23.9%	24.2%	25.3%	24.8%	25.5%	26.7%									
Gastos de venta	**14,569.1**	**15,548.2**	**14,362.9**	**15,750.4**	**17,996.2**	**18,714.7**	**19,918.3**	**21,263.3**	…	6.7%	-7.6%	9.7%	14.3%	4.0%	6.4%	6.8%	7.8%
Publicidad y promoción	3,587.6	3,964.1	3,878.2	3,810.0	4,236.2	4,513.2	4,827.3	5,224.5	…	10.5%	-2.2%	-1.8%	11.2%	6.5%	7.0%	8.2%	8.2%
Comisiones sobre ventas	1,296.8	1,405.2	1,433.9	1,465.6	1,682.0	1,778.4	1,724.1	1,824.3	…	8.4%	2.0%	2.2%	14.8%	5.7%	-3.1%	5.8%	5.6%
Distribución	4,210.9	4,565.7	3,347.1	3,974.8	4,764.2	5,067.4	5,141.9	5,399.6	…	8.4%	-26.7%	18.8%	19.9%	6.4%	1.5%	5.0%	8.0%
Otros gastos de venta	5,473.8	5,613.2	5,703.7	6,500.0	7,313.8	7,355.7	8,225.0	8,814.9	…	2.5%	1.6%	14.0%	12.5%	0.6%	11.8%	7.2%	7.9%
Gastos de administración	**6,075.4**	**6,254.3**	**6,161.8**	**6,372.6**	**7,303.3**	**8,637.1**	**10,097.4**	**10,940.9**	…	2.9%	-1.5%	3.4%	14.6%	18.3%	16.9%	8.4%	14.5%
Utilidad de operación	**4,174.3**	**3,629.0**	**3,176.5**	**5,632.0**	**7,578.0**	**6,013.9**	**3,765.1**	**1,300.7**	…	-13.1%	-12.5%	77.3%	34.6%	-20.6%	-37.4%	-65.5%	-30.7%
Otros gastos	**2,031.6**	**3,151.6**	**1,354.9**	**1,522.4**	**1,086.2**	**1,498.2**	**1,055.4**	**1,052.6**	…	55.1%	-57.0%	12.4%	-28.7%	37.9%	-29.6%	-0.3%	-8.8%
Costo financiero	808.4	1,293.0	762.1	865.5	653.8	973.8	474.9	479.4	…	59.9%	-41.1%	13.6%	-24.5%	48.9%	-51.2%	1.0%	-13.7%
Otros gastos	1,223.2	1,858.6	592.8	656.9	432.4	524.4	580.5	573.2	…	51.9%	-68.1%	10.8%	-34.2%	21.3%	10.7%	-1.3%	-3.4%
Utilidad gravable	**2,142.7**	**477.4**	**1,821.6**	**4,109.6**	**6,491.8**	**4,515.7**	**2,709.7**	**248.1**	…	-77.7%	281.6%	125.6%	58.0%	-30.4%	-40.0%	-90.8%	-50.4%
ISR (33%)	707.1	157.5	601.1	1,356.2	2,142.3	1,490.2	894.2	81.9									
PTU (10%)	214.3	47.7	182.2	411.0	649.2	451.6	271.0	24.8									
Utilidad neta	**1,221.3**	**272.1**	**1,038.3**	**2,342.5**	**3,700.3**	**2,573.9**	**1,544.5**	**141.4**	…	-77.7%	281.6%	125.6%	58.0%	-30.4%	-40.0%	-90.8%	-50.4%
Margen de utilidad neta	1.6%	0.3%	1.2%	2.6%	3.7%	2.3%	1.3%	0.1%								-91.1%	