

## Alcoholic Drinks in Mexico

Market Direction | 2022-06-28 | 73 pages | Euromonitor

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### Report description:

In 2021, the ongoing COVID-19 crisis encouraged consumers to maintain voluntary home confinements and led to a slower than expected recovery of activities. During the year, there were intermittent restrictions on the operations of foodservice channels relating to capacity and opening schedules, and many people continued studying and working from home for most of the year. This favoured the consumption of certain categories such as beer and wine that are perceived as beverages that are more suita...

Euromonitor International's Alcoholic Drinks in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## Table of Contents:

Alcoholic Drinks in Mexico

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### List Of Contents And Tables

#### ALCOHOLIC DRINKS IN MEXICO

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2015-2021

##### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

##### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

##### KEY NEW PRODUCT LAUNCHES

Outlook

##### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

##### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

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Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## BEER IN MEXICO

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales of beer recover from decline in previous year

Companies maintain their focus on premium brands

AB InBev continues its expansion through OXXO's convenience stores

### PROSPECTS AND OPPORTUNITIES

Important challenges lay ahead

Constellation Brands to build a brewery in Veracruz

Further recovery of activities after the pandemic to affect retail sales

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2021

Table 18 Number of Breweries 2016-2021

## CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2016-2021

Table 20 Sales of Beer by Category: Total Value 2016-2021

Table 21 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 22 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 27 □Sales of Beer by Craft vs Standard 2016-2021

Table 28 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 29 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 30 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 31 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 32 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

## WINE IN MEXICO

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Retail sales see sustained growth in 2021

Mexican wines gain presence through retail channels

A noticeable shift towards lower priced brands

### PROSPECTS AND OPPORTUNITIES

Scarcity of raw materials might impact availability

Sales through specialist stores expected to recover over forecast period

Slowdown expected as other categories recover

## CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2016-2021  
Table 36 Sales of Wine by Category: Total Value 2016-2021  
Table 37 Sales of Wine by Category: % Total Volume Growth 2016-2021  
Table 38 Sales of Wine by Category: % Total Value Growth 2016-2021  
Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021  
Table 40 Sales of Wine by Off-trade vs On-trade: Value 2016-2021  
Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021  
Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021  
Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021  
Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021  
Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021  
Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021  
Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021  
Table 50 □GBO Company Shares of Champagne: % Total Volume 2017-2021  
Table 51 □NBO Company Shares of Champagne: % Total Volume 2017-2021  
Table 52 □LBN Brand Shares of Champagne: % Total Volume 2018-2021  
Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021  
Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021  
Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021  
Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021  
Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021  
Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021  
Table 59 □Forecast Sales of Wine by Category: Total Volume 2021-2026  
Table 60 □Forecast Sales of Wine by Category: Total Value 2021-2026  
Table 61 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026  
Table 62 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

## SPIRITS IN MEXICO

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

The ongoing pandemic affects the recovery of spirits

Flavoured spirits gain in popularity

Casa Cuervo retains lead amidst intensifying competition

#### PROSPECTS AND OPPORTUNITIES

Affordability to become a major driver of sales

The further recovery of foodservice is expected to drive growth

Sales through specialist stores expected to recover over forecast period

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2021

## CATEGORY DATA

Table 63 Sales of Spirits by Category: Total Volume 2016-2021  
Table 64 Sales of Spirits by Category: Total Value 2016-2021  
Table 65 Sales of Spirits by Category: % Total Volume Growth 2016-2021  
Table 66 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 67 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021  
Table 68 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021  
Table 69 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021  
Table 70 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021  
Table 71 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021  
Table 72 □Sales of White Rum by Price Platform: % Total Volume 2016-2021  
Table 73 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021  
Table 74 □Sales of English Gin by Price Platform: % Total Volume 2016-2021  
Table 75 □Sales of Vodka by Price Platform: % Total Volume 2016-2021  
Table 76 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021  
Table 77 □GBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 78 □NBO Company Shares of Spirits: % Total Volume 2017-2021  
Table 79 □LBN Brand Shares of Spirits: % Total Volume 2018-2021  
Table 80 □Forecast Sales of Spirits by Category: Total Volume 2021-2026  
Table 81 □Forecast Sales of Spirits by Category: Total Value 2021-2026  
Table 82 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026  
Table 83 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CIDER/PERRY IN MEXICO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sustained decline in consumption of cider

Struggle to compete with beer and wine

An increase in the offer of alternative products constrains growth

PROSPECTS AND OPPORTUNITIES

A lack of innovation might contribute to trend of decline

Valle Redondo to remain leader in cider/perry category

Resumption of celebratory occasions in aftermath of the pandemic to benefit sales of cider

CATEGORY DATA

Table 84 Sales of Cider/Perry: Total Volume 2016-2021

Table 85 Sales of Cider/Perry: Total Value 2016-2021

Table 86 Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 87 Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 92 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 93 □NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 94 □LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

Table 95 □Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 96 □Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 97 □Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 98 □Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

RTDS IN MEXICO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hard seltzers gain relevance in RTDs

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COVID-19 continues to impact sales of RTDs

Casa Herradura retains lead, while Corona enters the RTDs market with Agua Rifada

#### PROSPECTS AND OPPORTUNITIES

Health and wellness awareness to support the growth of hard seltzers

Further recovery of foodservice, while budget-consciousness may stimulate interest

Disclosing the type of alcohol in hard seltzers to become a competitive advantage

#### CATEGORY DATA

Table 99 Sales of RTDs by Category: Total Volume 2016-2021

Table 100 Sales of RTDs by Category: Total Value 2016-2021

Table 101 Sales of RTDs by Category: % Total Volume Growth 2016-2021

Table 102 Sales of RTDs by Category: % Total Value Growth 2016-2021

Table 103 Sales of RTDs by Off-trade vs On-trade: Volume 2016-2021

Table 104 Sales of RTDs by Off-trade vs On-trade: Value 2016-2021

Table 105 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 106 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2016-2021

Table 107 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 108 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 109 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 110 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 111 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 112 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 113 □Forecast Sales of RTDs by Category: % Total Value Growth 2021-2026

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