

Alcoholic Drinks in Mexico

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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 suitable...

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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RTDS IN MEXICO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hard seltzers gain relevance in RTDs

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