

## **Spirits in Mexico**

Market Direction | 2022-06-28 | 34 pages | Euromonitor

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### **Report description:**

With the COVID-19 crisis continuing, ongoing restrictions on the operations of foodservice channels, widespread working from home and the fact that educational establishments remained closed for much of the year all served to dampen spirits sales in 2021. This significantly slowed down the recovery of spirits, as consumers staying at home tended to prefer lower alcohol beverages such as beer and wine. Heightened consumer budget-consciousness also militated against the recovery of spirits sales.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The ongoing pandemic affects the recovery of spirits

Flavoured spirits gain in popularity

Casa Cuervo retains lead amidst intensifying competition

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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

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