

Wine in Mexico

Market Direction | 2022-06-28 | 35 pages | Euromonitor

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Report description:

In 2021, there were still restrictions on the operations of the foodservice channel, many people continued to work remotely and educational establishments remained closed for most the year due to the ongoing COVID-19 crisis. This encouraged consumers to continue to stay at home and acted as a driver of retail sales of wine. Home consumption was supported by heightened stress and a lack of activities as people stayed at home more, which encouraged them to explore beverage alternatives to the wide...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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Euromonitor International
July 2022

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WINE IN MEXICO

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Mexican wines gain presence through retail channels

A noticeable shift towards lower priced brands

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