

## Concentrates in Mexico

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### Report description:

On-trade sales of concentrates remained negligible in 2021; however, foodservice still had an influence on the performance of the category. With COVID-19 restrictions being eased, consumers started to eat out at foodservice outlets more frequently, as well as visiting entertainment venues like the cinema and sports stadiums. With consumers spending less time drinking and eating at home, this reduced the number of consumption occasions for concentrates.

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

### Why buy this report?

- \* Get a detailed picture of the Concentrates 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  
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Kraft Foods de Mexico launches Tang Forte to tap into the health and wellness trend

New legislation shifts the focus of concentrates players

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Affordability remains a key purchase driver for concentrates

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