

Juice in Mexico

Market Direction | 2022-11-28 | 37 pages | Euromonitor

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Report description:

With the ongoing challenges faced by the government and other entities in managing the Coronavirus (COVID-19) crisis, Mexico continued to employ preventive measures in 2021, and even 2022 in some areas, such as restrictions on consumer mobility and home schooling, as well as working from home for many who were able to do so. In February 2022, the government was still calling for central and northern states to limit the number of consumers in the workplace and social activities in order to stem t...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN MEXICO

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Some juice types retain a poor image due to high sugar, low nutrient content

Leading brands look to innovation amid rising competition from small brands and private label

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