

Mexico Isotonic Drinks Market Report and Forecast 2023-2028

Market Report | 2023-10-21 | 160 pages | EMR Inc.

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Report description:

Mexico Isotonic Drinks Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico isotonic drinks market reached approximately USD 398.74 million in 2022. Aided by the increasing concerns regarding the rising levels of obesity, growing economy, and rising disposable income, the market is projected to further grow at a CAGR of 5.2% between 2023 and 2028, reaching a value of USD 538.44 million by 2028.

Isotonic drinks are beverages that contain similar concentrations of salt and sugar as in the human body, making them extremely beneficial in hydrating and replenishing lost fluids during physical activity. They are commonly consumed by athletes and fitness enthusiasts to maintain their electrolyte balance, increase energy, and improve performance. Apart from these physiological benefits, isotonic drinks are gaining traction for their appealing flavours, making them a popular choice among general consumers as well.

The growing consumer preference for healthy beverages is driving the Mexico isotonic drinks market growth. With the increasing awareness of the health benefits associated with hydration and electrolyte balance, there has been a significant shift towards isotonic drinks, leading to a surge in their demand. Additionally, the rising trend of health and fitness in Mexico has further contributed to the increasing popularity of isotonic drinks, as they are popularly consumed during workouts and sports activities. The expanding applications of isotonic drinks in various sectors also play a significant role in accelerating the Mexico isotonic drinks market development. In the sports sector, isotonic drinks are considered an essential part of athletes' hydration strategy. The wellness and fitness industry utilises isotonic drinks for their hydrating properties, essential in preventing dehydration and enhancing physical performance during workouts. Moreover, isotonic drinks' energising properties make them a favoured choice among professionals for their daily dose of refreshment and rejuvenation, thereby increasing the Mexico isotonic drinks market demand.

Furthermore, the growing demand for functional beverages in the food and beverage industry has led to an increased focus on isotonic drinks. With the rise of health-conscious consumers and the increasing popularity of beverages offering added health benefits, isotonic drinks have emerged as a preferred choice. These drinks are increasingly being incorporated into everyday diet regimes, thereby boosting the Mexico isotonic drinks market expansion.

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Market Segmentation □

The market can be divided based on form, nature, packaging type, distribution channel, and region.

Market Breakup by Form

- Powder
- Liquid
- Others

Market Breakup by Nature

- Organic
- Conventional

Market Breakup by Packaging Type

- Bottled
- Metal Cans
- Pouches
- Others

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by Region

- Baja California
- Northern Mexico
- The Bajio
- Central Mexico
- Pacific Coast
- Yucatan Peninsula

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Mexico isotonic drinks companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- The Coca-Cola Company
- Pepsico Inc.
- Grupo Jumex
- AJE GLOBAL
- Otsuka Pharmaceutical Co., Ltd.
- Danone S.A.
- Grupo Pisa
- Ceres Pharma
- Una Marca De Ion Hydration SA DE CV
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Market Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Mexico Isotonic Drinks Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 Mexico Isotonic Drinks Historical Market (2018-2022)
 - 8.3 Mexico Isotonic Drinks Market Forecast (2023-2028)
- 9 Mexico Isotonic Drinks Market by Form
 - 9.1 Powder
 - 9.1.1 Historical Trend (2018-2022)
 - 9.1.2 Forecast Trend (2023-2028)
 - 9.2 Liquid
 - 9.2.1 Historical Trend (2018-2022)
 - 9.2.2 Forecast Trend (2023-2028)
 - 9.3 Others
- 10 Mexico Isotonic Drinks Market by Nature
 - 10.1 Organic
 - 10.1.1 Historical Trend (2018-2022)
 - 10.1.2 Forecast Trend (2023-2028)
 - 10.2 Conventional
 - 10.2.1 Historical Trend (2018-2022)
 - 10.2.2 Forecast Trend (2023-2028)
- 11 Mexico Isotonic Drinks Market by Packaging Type
 - 11.1 Bottled
 - 11.1.1 Historical Trend (2018-2022)
 - 11.1.2 Forecast Trend (2023-2028)

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- 11.2 Metal Cans
 - 11.2.1 Historical Trend (2018-2022)
 - 11.2.2 Forecast Trend (2023-2028)
- 11.3 Pouches
 - 11.3.1 Historical Trend (2018-2022)
 - 11.3.2 Forecast Trend (2023-2028)
- 11.4 Others
- 12 Mexico Isotonic Drinks Market by Distribution Channel
 - 12.1 Hypermarkets and Supermarkets
 - 12.1.1 Historical Trend (2018-2022)
 - 12.1.2 Forecast Trend (2023-2028)
 - 12.2 Convenience Stores
 - 12.2.1 Historical Trend (2018-2022)
 - 12.2.2 Forecast Trend (2023-2028)
 - 12.3 Speciality Stores
 - 12.3.1 Historical Trend (2018-2022)
 - 12.3.2 Forecast Trend (2023-2028)
 - 12.4 Online
 - 12.4.1 Historical Trend (2018-2022)
 - 12.4.2 Forecast Trend (2023-2028)
 - 12.5 Others
- 13 Mexico Isotonic Drinks Market by Region
 - 13.1 Baja California
 - 13.1.1 Historical Trend (2018-2022)
 - 13.1.2 Forecast Trend (2023-2028)
 - 13.2 Northern Mexico
 - 13.2.1 Historical Trend (2018-2022)
 - 13.2.2 Forecast Trend (2023-2028)
 - 13.3 The Bajio
 - 13.3.1 Historical Trend (2018-2022)
 - 13.3.2 Forecast Trend (2023-2028)
 - 13.4 Central Mexico
 - 13.4.1 Historical Trend (2018-2022)
 - 13.4.2 Forecast Trend (2023-2028)
 - 13.5 Pacific Coast
 - 13.5.1 Historical Trend (2018-2022)
 - 13.5.2 Forecast Trend (2023-2028)
 - 13.6 Yucatan Peninsula
 - 13.6.1 Historical Trend (2018-2022)
 - 13.6.2 Forecast Trend (2023-2028)
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis

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- 14.2.1 Supplier's Power
- 14.2.2 Buyers Powers
- 14.2.3 Threat of New Entrants
- 14.2.4 Degree of Rivalry
- 14.2.5 Threat of Substitutes
- 14.3 Key Indicators for Demand
- 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Key Company Profiles
 - 15.2.1 The Coca-Cola Company
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Pepsico Inc.
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Grupo Jumex
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 AJE GLOBAL
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Otsuka Pharmaceutical Co., Ltd.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 Danone S.A.
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Grupo Pisa
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Ceres Pharma
 - 15.2.8.1 Company Overview

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- 15.2.8.2 Product Portfolio
- 15.2.8.3 Demographic Reach and Achievements
- 15.2.8.4 Certifications
- 15.2.9 Una Marca De Ion Hydration SA DE CV
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Mexico Isotonic Drink Market: Key Industry Highlights, 2018 and 2028
2. Mexico Isotonic Drink Historical Market: Breakup by Form (USD Million), 2018-2022
3. Mexico Isotonic Drink Market Forecast: Breakup by Form (USD Million), 2023-2028
4. Mexico Isotonic Drink Historical Market: Breakup by Nature (USD Million), 2018-2022
5. Mexico Isotonic Drink Market Forecast: Breakup by Nature (USD Million), 2023-2028
6. Mexico Isotonic Drink Historical Market: Breakup by Packaging Type (USD Million), 2018-2022
7. Mexico Isotonic Drink Market Forecast: Breakup by Packaging Type (USD Million), 2023-2028
8. Mexico Isotonic Drink Historical Market: Breakup by Distribution Channel (USD Million), 2018-2022
9. Mexico Isotonic Drink Market Forecast: Breakup by Distribution Channel (USD Million), 2023-2028
10. Mexico Isotonic Drink Historical Market: Breakup by Region (USD Million), 2018-2022
11. Mexico Isotonic Drink Market Forecast: Breakup by Region (USD Million), 2023-2028
12. Mexico Isotonic Drink Market Structure

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