

## **Cafes/Bars in Mexico**

Market Direction | 2024-03-06 | 24 pages | Euromonitor

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### **Report description:**

The quest to attract consumers back to cafes/bars in Mexico is a constant in the channel, which has especially intensified post-pandemic. This has led to the resurgence of various in-person events, such as the Rock Duel at McCarthy's Irish Pub, returning after five years to showcase bands with original music which compete with each other. Seasonal events such as the Starbucks Spring Festival, accompanied by beverages and seasonal cup launches, are gaining prominence in players' marketing strateg...

Euromonitor International's Cafes/Bars in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- \* Get a detailed picture of the Cafes/Bars 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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