

## **HW Soft Drinks in Mexico**

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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### **Report description:**

The review period saw the introduction of new regulations relating to the labelling of packaged food and soft drinks that promote greater transparency in terms of the nutritional content of these products. Regulation NOM-173, which entered into force in January 2023, states that nectars require a minimum of 25% juice content, puree and/or pulp to be labelled as nectars. With regards to fruit flavoured carbonates and other soft drinks, the new regulations require them to disclose the fruit conten...

Euromonitor International's HW Soft Drinks in Mexico report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the HW Soft Drinks 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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reliable information resources to help drive informed strategic planning.

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New regulation to encourage greater transparency in soft drinks labelling

Natural soft drinks a good performer as consumers favour bottled water

Brain health and memory an increasingly popular health and wellness claim

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Overview

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