

Beer in Mexico

Market Direction | 2024-06-20 | 33 pages | Euromonitor

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Report description:

Beer in Mexico showed a total volume decline in 2023, as consumption normalised after a rebound to growth during the previous year. On-trade consumption declined slightly, as social gatherings and dining-out decreased compared with previous years, which saw an upbeat rebound in sales after a period of confinement due to the COVID-19 pandemic. Also, high inflation on staple foods, and the difficulty of saving for low- and middle-income social groups generated a decline in beer consumption in the...

Euromonitor International's Beer 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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BEER IN MEXICO

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Sales of beer decrease as consumption sees normalisation

Huge investments in production capacity benefit domestic premium lager, to the detriment of imported premium lager

Sales of non alcoholic beer rise, capturing young adults and female consumers

PROSPECTS AND OPPORTUNITIES

Sales of beer expected return to growth, but will be challenged by water scarcity

Flavoured/mixed lager may grow further due to products with a Mexican flavour

Non alcoholic beer set to expand due to consumers' pursuit of a healthier lifestyle

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MARKET BACKGROUND

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