

Rtds in Mexico

Market Direction | 2024-06-20 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

RTDs maintained solid total volume growth in 2023, with increases seen both on-trade and off-trade. RTDs is comprised of spirit-based and wine-based RTDs, plus other RTDs (mainly hard seltzers). It was the latter that showed the strongest total volume growth rate in the alcoholic drinks industry in 2023, although from a low base. Much of this growth was driven by the boom of hard seltzers, thanks to robust above-the-line advertising activity. This category became highly dynamic in terms of the d...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Rtds in Mexico

Euromonitor International

June 2024

List Of Contents And Tables

RTDS IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of RTDs continue escalating, driven by innovation and high advertising budgets

Sales of hard seltzers, which are perceived by consumers to be "healthier", continue growing

Caribe Cooler and Topo Chico lead sales of hard seltzers

PROSPECTS AND OPPORTUNITIES

Sales of RTDs projected to grow through convenience stores which provide cold storage

Retail e-commerce expected to gain share in key urban areas

Cannabis RTDs enter the market with the aim of widening the consumer base

CATEGORY DATA

Table 1 Sales of RTDs by Category: Total Volume 2018-2023

Table 2 Sales of RTDs by Category: Total Value 2018-2023

Table 3 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 4 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 10 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 11 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 12 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 13 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN MEXICO

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Table 16 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Rtds in Mexico

Market Direction | 2024-06-20 | 28 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com