

## **Spirits in Mexico**

Market Direction | 2024-06-20 | 35 pages | Euromonitor

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### **Report description:**

Due to a reduction in celebrations and social gatherings, and the impact of inflation, spirits in Mexico showed a slight decrease in total volume terms in 2023, with on-trade sales seeing little movement, and off-trade sales declining. The national drinks tequila and mezcal, along with destilados de agave, play a central role at social events and celebrations, which are the primary consumption occasions, and therefore saw declines in 2023. Other Mexican alcoholic drinks also have strong penetrat...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sales of spirits decline, following a reduction in celebrations and social gatherings

Premium higher-quality options continue driving value growth

Casa Cuervo leads spirits, with a focus on Mexican spirits

##### PROSPECTS AND OPPORTUNITIES

Maturity of tequila (and mezcal) may leave space for the development of whiskies, vodka, and English gin

Premium offerings will play a major role in the coming years

Non alcoholic spirits yet to be explored by consumers

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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