

## **Wine in Mexico**

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

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### **Report description:**

Wine in Mexico registered total volume growth in 2023, with increases seen both on-trade and off-trade. During 2023, although wine imports suffered a considerable contraction due to a succession of frosts, droughts, and torrential rain, with significant declines in production in South America, local still and sparkling wines emerged steadily, which offset the negative performance of imported wine. It is important to highlight that Mexican wines benefited from historic robust investment in terms...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- \* Get a detailed picture of the Wine 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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