

## **Soft Drinks in Mexico**

Market Direction | 2024-12-03 | 85 pages | Euromonitor

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### **Report description:**

In 2024, Mexico experienced unusually high temperatures in several regions across the country. This is expected to have a positive impact on the off-trade volume consumption of soft drinks over the year overall, especially for out of home consumption occasions. Sales have been driven by the recovery of out of home activities, as more people have returned to their pre-pandemic routines. This behaviour has especially been driven by some companies deciding to go back to the office full-time, or to...

Euromonitor International's Soft Drinks 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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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Euromonitor International  
December 2024

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## PROSPECTS AND OPPORTUNITIES

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2024 DEVELOPMENTS

Growth is driven by wide product range and availability  
Cafe Ole leads innovation, focusing on flavours and new ingredients  
Competition from other categories prevents more dynamic growth

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