

Mexico Alcoholic Beverages Market Report and Forecast 2025-2034

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Report description:

The Mexico alcoholic beverages market size is projected to grow at a CAGR of 5.70% between 2025 and 2034. The market is being aided by growing sales of alcoholic beverages from e-commerce channels.

Increasing efforts by the Mexican Wine Council to promote the domestic consumption of wine are expected to drive the Mexico alcoholic beverages market growth over the forecast period. Currently, only 10-13% of grape cultivated in Mexico is used in viticulture. This is expected to witness a significant increase in the forecast period, as the area under cultivation increases and the market faces increasing competition from foreign players.

Alcoholic beverages enjoy substantial popularity on online platforms and account for substantial product sales. This is because of the increased convenience and practicality of online shopping (which increases significantly during the holiday season) and the payment of fair prices by consumers.

Apart from retail mobile apps, specialised product distributors providing home deliveries also witness a huge customer inflow in Mexico. This is expected to drive the Mexico alcoholic beverages market expansion as the popularity of online channels for purchasing alcoholic drinks sustains over the forecast period.

The rising popularity of Mexican liquors in the United States of America is one of the key Mexico alcoholic beverages market trends. Innovative marketing strategies and shifting consumer preferences have boosted the demand for alcohol from Mexico, which is driving exports of alcoholic beverages to the nation. Currently, Mexico is a world leader in exporting alcohol, and constitutes 30% of the overall market share, leaving nations like the Netherlands, Belgium, and Germany far behind.

Market Segmentation

Mexico Alcoholic Beverages Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Product Type

- Beer_x000D_ _x000D_ Ale _x000D_ Lager _x000D_ Hybrid _x000D_ _x000D_
- Beer_x000D_ _x000D_ Ale _x000D_ Lager _x000D_ Hybrid _x000D_ _x000D_
- Spirits_x000D_ _x000D_ Rum _x000D_ Whiskey _x000D_ Vodka _x000D_ Others _x000D_ _x000D_
- Spirits_x000D_ _x000D_ Rum _x000D_ Whiskey _x000D_ Vodka _x000D_ Others _x000D_ _x000D_
- Wine
- Others

Market Breakup by Distribution Channel

- Pub, Bars and Restaurants
- Online
- Liquor Stores
- Grocery Stores
- Supermarkets
- Others

Market Breakup by Region

- Baja California
- Northern Mexico
- The Bajio
- Central Mexico
- Pacific Coast
- Yucatan Peninsula

Major companies in the Mexico alcoholic beverages market are focusing on upscaling their manufacturing capacities to meet the increasing demand for beer internationally.

Competitive Landscape

The key market players are

- Bacardi & Company Limited
- Diageo plc
- Constellation Brands, Inc.
- Heineken Holding N.V.
- Anheuser-Busch Inbev SA/NV
- Brown-Forman Corporation
- Suntory Holdings Limited

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- Pernod Ricard S.A.
- Grupo Corona
- Sierra Tequila De Mexico
- Others

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