

Mexico Energy Drinks Market Report and Forecast 2025-2034

Market Report | 2025-06-05 | 125 pages | EMR Inc.

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Report description:

The Mexico energy drinks market size is projected to grow at a CAGR of 4.90% between 2025 and 2034. The market is being aided by the rising demand for zero-caffeine and sugar-free energy drinks.

The increasing demand for sugar-free, zero-caffeine energy drinks with no artificial preservatives is one of the key Mexico energy drinks market trends. Increasing health consciousness among consumers is prompting them to shift towards the consumption of products which are naturally formulated. For instance, some companies are using tapioca (from the roots of cassava plant) and green coffee extracts to manufacture energy drinks, which is expected to drive the Mexico energy drinks market growth.

Energy drinks are also being incorporated on beverage menus at Mexican festivals like Dia de los Muertos. Major Mexican energy drinks manufacturers incorporate inspiring designs and attractive colourings exclusive to different festivals to honour the rich Hispanic history and traditions. This appeals especially to the younger generation, and their increasing attraction towards innovative energy drink packaging is expected to further propel the Mexico energy drinks market growth.

The demand for functional energy drinks is increasing rapidly among consumers, which is prompting energy drink manufacturers to use nootropics in their beverages, which enhance the cognitive functions of the brain and boost concentration levels. Moreover, the use of clinically backed ingredients in energy drinks is also garnering increasing consumer attention, as they boost stamina without providing jitters to the body. This is expected to drive the Mexico energy drinks market expansion.

Market Segmentation

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

Market Breakup by Product:

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- Drinks
- Shots
- Mixers

Market Breakup by Packaging:

- Cans
- Bottles

Market Breakup by End Use:

- On-Trade
- Off-Trade

Market Breakup by Region:

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

Competitive Landscape

The key Mexico energy drinks market players are:

- Red Bull GmbH
- Monster Beverage Corporation
- Qualamex, S.A. de C.V.,
- PRIME HYDRATION, LLC
- PepsiCo, Inc.
- Woodbolt Distribution, LLC
- Others

Table of Contents:

- 1 Executive Summary
- 1.1 Market Size 2024-2025
- 1.2 Market Growth 2025(F)-2034(F)
- 1.3 Key Demand Drivers
- 1.4 Key Players and Competitive Structure
- 1.5 Industry Best Practices
- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights

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- 2.1 Market Trends
- 2.2 Key Verticals
- 2.3 Key Regions
- 2.4 Supplier Power
- 2.5 Buyer Power
- 2.6 Key Market Opportunities and Risks
- 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios
 - 3.6 Balance of Payment (BoP) Position
 - 3.7 Population Outlook
 - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Latin America Energy Drinks Market Overview
 - 5.1 Key Industry Highlights
 - 5.2 Latin America Energy Drinks Historical Market (2018-2024)
 - 5.3 Latin America Energy Drinks Market Forecast (2025-2034)
 - 5.4 Latin America Energy Drinks Market Share by Country
 - 5.4.1 Brazil
 - 5.4.2 Mexico
 - 5.4.3 Argentina
 - 5.4.4 Others
- 6 Mexico Energy Drinks Market Overview
 - 6.1 Key Industry Highlights
 - 6.2 Mexico Energy Drinks Historical Market (2018-2024)
 - 6.3 Mexico Energy Drinks Market Forecast (2025-2034)
- 7 Mexico Energy Drinks Market by Product
 - 7.1 Drinks
 - 7.1.1 Historical Trend (2018-2024)
 - 7.1.2 Forecast Trend (2025-2034)
 - 7.2 Shots
 - 7.2.1 Historical Trend (2018-2024)
 - 7.2.2 Forecast Trend (2025-2034)
 - 7.3 Mixers
 - 7.3.1 Historical Trend (2018-2024)
 - 7.3.2 Forecast Trend (2025-2034)
- 8 Mexico Energy Drinks Market by Packaging
 - 8.1 Cans
 - 8.1.1 Historical Trend (2018-2024)
 - 8.1.2 Forecast Trend (2025-2034)
 - 8.2 Bottles

- 8.2.1 Historical Trend (2018-2024)
- 8.2.2 Forecast Trend (2025-2034)
- 9 Mexico Energy Drinks Market by End Use
 - 9.1 On-trade
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Off-trade
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
- 10 Mexico Energy Drinks Market by Region
 - 10.1 Baja California
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 Northern Mexico
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 The Bajío
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 Central Mexico
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Pacific Coast
 - 10.5.1 Historical Trend (2018-2024)
 - 10.5.2 Forecast Trend (2025-2034)
 - 10.6 Yucatan Peninsula
 - 10.6.1 Historical Trend (2018-2024)
 - 10.6.2 Forecast Trend (2025-2034)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyers Powers
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Competitive Landscape
 - 12.1 Supplier Selection
 - 12.2 Key Global Players
 - 12.3 Key Regional Players
 - 12.4 Key Player Strategies

- 12.5 Company Profiles
- 12.5.1 Red Bull GmbH
 - 12.5.1.1 Company Overview
 - 12.5.1.2 Product Portfolio
 - 12.5.1.3 Demographic Reach and Achievements
 - 12.5.1.4 Certifications
- 12.5.2 Monster Beverage Corporation
 - 12.5.2.1 Company Overview
 - 12.5.2.2 Product Portfolio
 - 12.5.2.3 Demographic Reach and Achievements
 - 12.5.2.4 Certifications
- 12.5.3 Qualamex, S.A. de C.V.,
 - 12.5.3.1 Company Overview
 - 12.5.3.2 Product Portfolio
 - 12.5.3.3 Demographic Reach and Achievements
 - 12.5.3.4 Certifications
- 12.5.4 PRIME HYDRATION, LLC
 - 12.5.4.1 Company Overview
 - 12.5.4.2 Product Portfolio
 - 12.5.4.3 Demographic Reach and Achievements
 - 12.5.4.4 Certifications
- 12.5.5 PepsiCo, Inc.
 - 12.5.5.1 Company Overview
 - 12.5.5.2 Product Portfolio
 - 12.5.5.3 Demographic Reach and Achievements
 - 12.5.5.4 Certifications
- 12.5.6 Woodbolt Distribution, LLC
 - 12.5.6.1 Company Overview
 - 12.5.6.2 Product Portfolio
 - 12.5.6.3 Demographic Reach and Achievements
 - 12.5.6.4 Certifications
- 12.5.7 Others

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