

Functional Drinks in Mexico

Industry Report | 2025-11-27 | 41 pages | MarketLine

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Report description:

Functional Drinks in Mexico

Summary

Functional Drinks in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The functional drinks market includes retail sales of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic', or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Mexican functional drinks market recorded revenues of \$4,954.4 million in 2024, representing a compound annual growth rate (CAGR) of 18.5% between 2019-24.
- Market consumption volume increased with a CAGR of 12.6% between 2019-24, reaching a total of 1,874.5 million liters in 2024.
- The Mexican functional drinks market registered strong growth during 2019-24, primarily driven by the growing trend of health consciousness and lifestyle change across the country.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in Mexico

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in Mexico
- Leading company profiles reveal details of key functional drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Mexico functional drinks market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Mexico functional drinks market by value in 2024?
- What will be the size of the Mexico functional drinks market in 2029?
- What factors are affecting the strength of competition in the Mexico functional drinks market?
- How has the market performed over the last five years?
- Who are the top competitors in Mexico's functional drinks market?

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