

Soft Drinks in Mexico to 2013

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Abstracts

Introduction

This databook provides key data and information on the soft drinks market in Mexico. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

*Contains information on seven categories: carbonates, bottled water, juices, functional drinks, concentrates, smoothies and RTD tea and coffee

*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

*Category level company and brand share as well as distribution share information for 2007 and 2008

*Review of the top two companies within the soft drinks market, including company overview, key facts and business description

Highlights

The market for soft drinks in Mexico increased at a compound annual growth rate of 3.9% between 2003 and 2008.

The carbonates category led the soft drinks market in Mexico, accounting for a share of 79.5%.

Leading players in Mexican soft drinks market include Coca-Cola Company, The, PepsiCo, Inc. and Dr. Pepper Snapple Group Inc..

Reasons to Purchase

*Develop business strategies by understanding the quantitative trends within the soft drinks market in Mexico

*Design effective marketing and sales strategies by identifying key market categories and segments

*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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