

# Alcoholic Drinks in Mexico

<https://marketpublishers.com/r/A0D8F7CF2F9EN.html>

Date: June 2024

Pages: 76

Price: US\$ 2,100.00 (Single User License)

ID: A0D8F7CF2F9EN

## Abstracts

The Mexican economy registered growth of just over 3% throughout 2023 in real terms and with seasonally adjusted figures, according to information from the National Institute of Statistics and Geography (Inegi). Although this was the second consecutive year of economic growth above 3%, this increase was more moderate, since in 2021 and 2022, the Mexican economy reached rates of 6% and 4% respectively. The sector that registered the strongest growth was construction, which saw double-digit expans...

Euromonitor International's Alcoholic 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Alcoholic Drinks in Mexico  
Euromonitor International  
June 2024

### **LIST OF CONTENTS AND TABLES**

ALCOHOLIC DRINKS IN MEXICO  
EXECUTIVE SUMMARY  
Alcoholic drinks in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### **MARKET BACKGROUND**

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments  
Summary 1 Number of On-trade Establishments by Type 2017-2023

### **TAXATION AND DUTY LEVIES**

Table 1 Taxation and Duty Levies on Alcoholic Drinks 2023

### **OPERATING ENVIRONMENT**

Contraband/parallel trade  
Duty free  
Cross-border/private imports

### **KEY NEW PRODUCT LAUNCHES**

Outlook

### **MARKET INDICATORS**

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

### **MARKET DATA**

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

- Table 4 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
- Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
- Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
- Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
- Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
- Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
- Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
- Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
- Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
- Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
- Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
- Table 15 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
- Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
- Table 17 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## BEER IN MEXICO

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Sales of beer decrease as consumption sees normalisation

Huge investments in production capacity benefit domestic premium lager, to the detriment of imported premium lager

Sales of non alcoholic beer rise, capturing young adults and female consumers

## PROSPECTS AND OPPORTUNITIES

Sales of beer expected return to growth, but will be challenged by water scarcity

Flavoured/mixed lager may grow further due to products with a Mexican flavour

Non alcoholic beer set to expand due to consumers' pursuit of a healthier lifestyle

## CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2023

Table 18 Number of Breweries 2018-2023

## CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2018-2023

Table 20 Sales of Beer by Category: Total Value 2018-2023

Table 21 Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 22 Sales of Beer by Category: % Total Value Growth 2018-2023

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 27 Sales of Beer by Craft vs Standard 2018-2023

Table 28 GBO Company Shares of Beer: % Total Volume 2019-2023

Table 29 NBO Company Shares of Beer: % Total Volume 2019-2023

Table 30 LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 31 Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 32 Forecast Sales of Beer by Category: Total Value 2023-2028

Table 33 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 34 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

## WINE IN MEXICO

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Wine consumption posts a third consecutive year of growth, fuelled by local production

Climate change hampers sales of imported wines in Mexico

Vermouth sees good results as it captures wine and beer consumers

### PROSPECTS AND OPPORTUNITIES

Wine production's vulnerability to the effects of climate change may contribute to a slowdown in growth in the coming years

Water shortages may be an obstacle to the development of local wines

Online sales set to gain ground in premium wine offerings

### CATEGORY DATA

Table 35 Sales of Wine by Category: Total Volume 2018-2023

Table 36 Sales of Wine by Category: Total Value 2018-2023

Table 37 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 38 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 44 Sales of Still Ros? Wine by Price Segment: % Off-trade Volume 2018-2023

Table 45 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 46 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 47 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 48 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 49 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 50 GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 51 NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 52 LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 53 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 54 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 55 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 56 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 57 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 58 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 59 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 60 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 61 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 62 Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 63 Forecast Sales of Wine by Category: Total Value 2023-2028

Table 64 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 65 Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## SPIRITS IN MEXICO

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Sales of spirits decline, following a reduction in celebrations and social gatherings

Premium higher-quality options continue driving value growth

Casa Cuervo leads spirits, with a focus on Mexican spirits

### PROSPECTS AND OPPORTUNITIES

Maturity of tequila (and mezcal) may leave space for the development of whiskies, vodka, and English gin

Premium offerings will play a major role in the coming years

Non alcoholic spirits yet to be explored by consumers

### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2023

#### CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2018-2023

Table 67 Sales of Spirits by Category: Total Value 2018-2023

Table 68 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 69 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 75 Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 76 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 77 Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 78 Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 79 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 80 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 81 NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 82 LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 83 Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 84 Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 85 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 86 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

#### CIDER/PERRY IN MEXICO

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Cider shows low growth, partly driven by affordability

Consumption is concentrated in the Christmas season and New Year's Eve

Healthier lifestyles drive further growth for non alcoholic cider, from a low base

#### PROSPECTS AND OPPORTUNITIES

Strongbow, Sidra Posdata, and artisanal cider might offer an opportunity for on-trade development

Concentration, and focus on other categories may restrain the further development of cider/perry

Still and sparkling wine may also threaten the further growth of cider/perry

#### CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2018-2023

Table 88 Sales of Cider/Perry: Total Value 2018-2023

Table 89 Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 90 Sales of Cider/Perry: % Total Value Growth 2018-2023

Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023

Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023

Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023

Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 96 NBO Company Shares of Cider/Perry: % Total Volume 2019-2023

Table 97 LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023

Table 98 Forecast Sales of Cider/Perry: Total Volume 2023-2028

Table 99 Forecast Sales of Cider/Perry: Total Value 2023-2028

Table 100 Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028

Table 101 Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

#### RTDS IN MEXICO

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales of RTDs continue escalating, driven by innovation and high advertising budgets  
Sales of hard seltzers, which are perceived by consumers to be “healthier”, continue growing

Caribe Cooler and Topo Chico lead sales of hard seltzers

#### PROSPECTS AND OPPORTUNITIES

Sales of RTDs projected to grow through convenience stores which provide cold storage

Retail e-commerce expected to gain share in key urban areas

Cannabis RTDs enter the market with the aim of widening the consumer base

#### CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2018-2023

Table 103 Sales of RTDs by Category: Total Value 2018-2023

Table 104 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 105 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023



Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 110 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 111 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 112 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 113 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 114 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

## I would like to order

Product name: Alcoholic Drinks in Mexico

Product link: <https://marketpublishers.com/r/A0D8F7CF2F9EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0D8F7CF2F9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970