

Energy Drinks in Mexico

<https://marketpublishers.com/r/EB2C6EFDD24EN.html>

Date: January 2024

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: EB2C6EFDD24EN

Abstracts

Despite budget limitations stemming from high inflation, sales of energy drinks sustained a positive trajectory in 2023. This resilience can be attributed to Mexicans' perception of these beverages as a convenient source for a quick energy boost, and ideal for on-the-go consumption during activities such as commuting to school or embarking on road trips. As individuals gradually return to their regular routines and resume weekend excursions, energy drinks have regained their relevance in meeting...

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

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

Get a detailed picture of the Energy 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

Energy Drinks in Mexico
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

ENERGY DRINKS IN MEXICO
KEY DATA FINDINGS

2023 DEVELOPMENTS

The recovery of out-of-home activities drives growth of energy drinks
Focus on reduced sugar variants gains relevance
Large can format maintains popularity in energy drinks

PROSPECTS AND OPPORTUNITIES

Expansion of flavours will become increasingly relevant as competitive strategy
Players may need to reformulate their products due to recent findings
Expanding distribution to ensure greater reach

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN MEXICO

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Small local grocers remains dominant, while discounters makes gains

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel:
Volume 2023-2028

Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: %
Volume Growth 2023-2028

Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value
2023-2028

Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value
Growth 2023-2028

Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume
2023-2028

Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2023-2028

Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2023-2028

Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth
2023-2028

APPENDIX

Fountain sales in Mexico

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Energy Drinks in Mexico

Product link: <https://marketpublishers.com/r/EB2C6EFDD24EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EB2C6EFDD24EN.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