

Mexico Draught Beer Market Size, Share & Trends Analysis Report By Type (Keg Beer, Cask Beer), By Category (Super Premium, Premium, Regular), By Production Type, By End-use, And Segment Forecasts, 2025 - 2033

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Abstracts

The Mexico draught beer market size was estimated at USD 196.0 million in 2024 and is projected to reach USD 338.4 million by 2033, growing at a CAGR of 6.3% from 2025 to 2033. The growth is mainly fueled by changing consumer tastes and strong tourism. Younger Mexican consumers, especially millennials, are looking for more variety and better-quality drinks instead of sticking to regular mass-produced lagers.

Leading beer companies are broadening their premium product lines to meet the growing demand for higher-quality options. Moreover, the expanding tourism industry in Mexico is expected to play a key role in the growth of the draught beer market over the coming years. As highlighted in an article published in July 2025 by TV BRICS, the country welcomed over 3.75 million international tourists in May 2025, an increase of 10% compared to last year.

This surge in tourist arrivals is expected to drive demand for draught beer in hospitality and entertainment venues, where visitors often seek authentic and social drinking experiences. The popularity of draught beer is further supported by its fresh taste, convenience in bars and restaurants, and the cultural appeal of trying local brews on tap.

Mexico Draught Beer Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of

the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Mexico draught beer market report based on type, category, production type, and end use:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Keg Beer

Cask Beer

Category Outlook (Revenue, USD Million, 2021 - 2033)

Super Premium

Premium

Regular

Production Type Outlook (Revenue, USD Million, 2021 - 2033)

Macro Breweries

Microbreweries

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Commercial Use

Home Use

This report can be delivered to the clients within 5 Business Days

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