

Mexico Beverage Packaging Market Size, Share, Trends and Forecast by Material, Product, Application, and Region, 2026-2034

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Abstracts

The Mexico beverage packaging market size reached USD 2,760.4 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 4,184.6 Million by 2034 , exhibiting a growth rate (CAGR) of 4.59% during 2026-2034 . The market includes rising consumer demand for sustainable materials, growing environmental awareness, advancements in packaging technology, and strong cultural ties to traditional formats like glass. Additionally, government regulations and shifting lifestyle preferences toward convenience and premium experiences are pushing brands to innovate and adapt.

MEXICO BEVERAGE PACKAGING MARKET TRENDS:

Technological Innovation and Smart Packaging

Technology is transforming how drinks are packaged and consumed in Mexico. Companies are embracing intelligent packaging technologies that serve to simply hold a product but instead inform, interact, and communicate. Interactive elements such as quick response (QR) codes or Near Field Communication (NFC) tags enable people to scan labels for information regarding product origin, sustainability information, or promotion materials. At the same time, manufacturing processes are evolving to develop lighter, more durable, and more efficient packs. These innovations cut costs and environmental footprint while maintaining product integrity further aiding the Mexico beverage packaging market growth. With increasing consumer expectations, packaging is becoming an instrument for storytelling, trust, and personalization. Businesses are putting money into tech-enabled packaging not just to differentiate on shelves but to engage with a new generation of digitally native consumers.

Sustainable and Eco-Friendly Packaging

The growing emphasis on sustainability in packaging, fueled by rising environmental awareness and increasing consumer demand for eco-friendly products, is significantly contributing to the expansion of the Mexico beverage packaging market share. Companies are abandoning the use of conventional plastics, turning towards biodegradable packaging, plant-based films, and recycled containers in efforts to minimize their ecological footprint. Developments now aim at reducing waste, simplifying recyclability, and requiring fewer raw materials. The change corresponds to tighter environmental laws and increasing consumer demands for transparency and accountability. Brands, such as PepsiCo, will incorporate 50% recycled content into plastic packaging and decrease the use of virgin plastic by 20%, illustrating a larger movement towards sustainability. This trend is not just a fad but a long-term plan, as the producers of beverages increasingly incorporate environmental values into their brand image, understanding that environmentally responsible packaging is crucial for business and environmental health.

Cultural Preference for Glass Packaging

Glass remains an important part of Mexico beverage packaging market outlook as its deep cultural heritage and perceived premium status. Most traditional Mexican drinks, ranging from craft sodas to premium spirits, are linked with glass bottles, which represent authenticity and craftsmanship. Consumers tend to choose glass for its preservation of flavor and freshness without changing taste. Its reusability and recyclability also contribute to its popularity. Although heavier and breakable than plastic, glass remains a popular material due to its visual and traditional appeal. Many brands see the use of glass packaging as representative of heritage values, which it can be perceived to represent on a cultural pride and consumer emotions level.

MEXICO BEVERAGE PACKAGING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on material, product, and application.

Material Insights:

Plastic

Metal

Glass

Paperboard

Others

A detailed breakup and analysis of the market based on the material have also been provided in the report. This includes plastic, metal, glass, paperboard, and others.

Product Insights:

Bottles

Cans

Pouches

Cartons

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes bottles, cans, pouches, cartons, and others.

Application Insights:

Alcoholic Beverages

Non-alcoholic Beverages

Carbonated drinks

Bottled water

Milk

Fruit and vegetable juices

Energy drinks

Plant-based drinks

Others

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes alcoholic beverages and non-alcoholic beverages (carbonated drinks, bottled water, milk, fruit and vegetable juices, energy drinks, plant-based drinks, and others).

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico beverage packaging market performed so far and how will it

perform in the coming years?

What is the breakup of the Mexico beverage packaging market on the basis of material?

What is the breakup of the Mexico beverage packaging market on the basis of product?

What is the breakup of the Mexico beverage packaging market on the basis of application?

What is the breakup of the Mexico beverage packaging market on the basis of region?

What are the various stages in the value chain of the Mexico beverage packaging market?

What are the key driving factors and challenges in the Mexico beverage packaging?

What is the structure of the Mexico beverage packaging market and who are the key players?

What is the degree of competition in the Mexico beverage packaging market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO BEVERAGE PACKAGING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO BEVERAGE PACKAGING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO BEVERAGE PACKAGING MARKET - BREAKUP BY MATERIAL

- 6.1 Plastic
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Metal
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Glass

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Paperboard

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Others

6.5.1 Historical and Current Market Trends (2020-2025)

6.5.2 Market Forecast (2026-2034)

7 MEXICO BEVERAGE PACKAGING MARKET - BREAKUP BY PRODUCT

7.1 Bottles

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Cans

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Pouches

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Cartons

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Others

7.5.1 Historical and Current Market Trends (2020-2025)

7.5.2 Market Forecast (2026-2034)

8 MEXICO BEVERAGE PACKAGING MARKET - BREAKUP BY APPLICATION

8.1 Alcoholic Beverages

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Non-alcoholic Beverages

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Segmentation

8.2.3.1 Carbonated drinks

8.2.3.2 Bottled water

8.2.3.3 Milk

8.2.3.4 Fruit and vegetable juices

8.2.3.5 Energy drinks

8.2.3.6 Plant-based drinks

8.2.3.7 Others

8.2.4 Market Forecast (2026-2034)

9 MEXICO BEVERAGE PACKAGING MARKET – BREAKUP BY REGION

9.1 Northern Mexico

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Material

9.1.4 Market Breakup by Product

9.1.5 Market Breakup by Application

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Central Mexico

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Material

9.2.4 Market Breakup by Product

9.2.5 Market Breakup by Application

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Southern Mexico

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Material

9.3.4 Market Breakup by Product

9.3.5 Market Breakup by Application

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Others

9.4.1 Historical and Current Market Trends (2020-2025)

9.4.2 Market Forecast (2026-2034)

10 MEXICO BEVERAGE PACKAGING MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Products Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Products Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Products Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Products Offered

11.4.3 Business Strategies

- 11.4.4 SWOT Analysis
- 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Products Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 MEXICO BEVERAGE PACKAGING MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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