

Mexico Craft Beer Market Size, Share, Trends and Forecast by Product Type, Age Group, Distribution Channel, and Region, 2026-2034

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Abstracts

The Mexico craft beer market size reached USD 2.3 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 4.8 Billion by 2034 , exhibiting a growth rate (CAGR) of 8.11 % during 2026-2034 . The market is growing due to rising consumer demand for unique, high-quality brews, a preference for local and artisanal products, and an expanding middle class with higher disposable income. Additionally, increased distribution through e-commerce, specialty retailers, and beer festivals is enhancing accessibility and awareness, further expanding the Mexico craft beer market share.

MEXICO CRAFT BEER MARKET TRENDS:

Rising Demand for Local and Artisanal Craft Beers

The consumers' increasing preference for local and artisanal brews is significantly supporting the Mexico craft beer market growth. As beer enthusiasts seek unique flavors and high-quality ingredients, small and independent breweries are gaining traction. Mexican consumers are becoming more discerning, favoring craft beers that incorporate traditional Mexican elements, such as local fruits, spices, and native brewing techniques. Cities including Mexico City, Guadalajara, and Monterrey have become hubs for craft beer culture, with taprooms and microbreweries flourishing. Additionally, the 'buy local' movement has strengthened, with drinkers supporting regional brewers over international brands. This trend is further fueled by a growing middle class with higher disposable income and a desire for premium beverages. Events such as beer festivals and brewery tours are also enhancing awareness and demand. For instance, Salinas' largest Mexican and Chicano craft beer fest,

Cervezalandia, returned to Main Street on September 28, 2024. Over 10 breweries from California and Mexico featured their beers, including Cerveza Loba from Guadalajara and Wendlandt from Ensenada. Starting as a brewery tour in Mexico City, this festival showcases traditional ingredients such as tamarind and native corn, highlighting the rising Mexican craft beer sector that has grown by more than 20% in the past years. As demand for culturally inspired flavors rises, Cervezalandia reflects a broader trend in the Mexican beer market toward heritage-centric brewing and lighter, more accessible styles. As a result, craft beer's market share in Mexico is steadily rising, with projections indicating continued expansion as more consumers shift from mass-produced beers to artisanal alternatives.

Expansion of Distribution Channels and E-Commerce

The expansion of distribution channels, particularly through e-commerce and specialty retailers is creating a positive Mexico craft beer market outlook. A research report from the IMARC Group indicates that the e-commerce market in Mexico achieved a size of USD 47.5 Billion in 2024. It is projected to grow to USD 176.6 Billion by 2033, reflecting a compound annual growth rate (CAGR) of 14.5% from 2025 to 2033. With the rise of digital platforms, consumers can now easily access a wider variety of craft beers, including limited-edition and seasonal brews. Online beer stores and subscription services are gaining popularity, offering convenience and exposure to lesser-known brands. This shift has helped small breweries reach a broader audience beyond their local markets. Moreover, supermarkets, liquor stores, and bars are increasingly dedicating shelf space to craft beers, reflecting changing consumer preferences. Collaborations between breweries and restaurants are also on the rise, with food pairings enhancing the craft beer experience. The growing presence of craft beer in mainstream retail indicates a maturing market where accessibility plays a crucial role in sustaining growth. As digital sales and offline retail partnerships expand, Mexican craft brewers are well-positioned to capitalize on these changing distribution trends.

MEXICO CRAFT BEER MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, age group, and distribution channel.

Product Type Insights:

Ales

Lagers

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes ales, lagers, and others.

Age Group Insights:

21–35 Years Old

40–54 Years Old

55 Years and Above

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes 21–35 years old, 40–54 years old, and 55 years and above.

Distribution Channel Insights:

On-Trade

Off-Trade

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes on-trade and off-trade.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

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 craft beer market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico craft beer market on the basis of product type?

What is the breakup of the Mexico craft beer market on the basis of age group?

What is the breakup of the Mexico craft beer market on the basis of distribution channel?

What is the breakup of the Mexico craft beer market on the basis of region?

What are the various stages in the value chain of the Mexico craft beer market?

What are the key driving factors and challenges in the Mexico craft beer market?

What is the structure of the Mexico craft beer market and who are the key players?

What is the degree of competition in the Mexico craft beer market?

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