

Mexico Beer Market- Trend Analysis & Forecast to 2030

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Abstracts

Mexico Beer Market Overview

In 2022, Mexico's beer production reached 141 million hectoliters, reflecting a 5.09% CAGR from 110 million hectoliters in 2017. Domestic consumption stood at 99.9 million hectoliters, reinforcing Mexico's position as a major player in the global beer market. Growth is driven by evolving consumer preferences, urbanization, rising incomes, and a strong tourism industry.

Primary Areas/ Elements of Research & Analysis

The report provides comprehensive and valuable insights into the supply and demand dynamics of the Mexico beer market. Below are the variables considered and analyzed in the report:

Supply-demand trends, market growth, and trade (exports & imports)

Market structure, conduct, and performance analysis

Historical and forecasted market size (volume & value)

Trade analysis, including key partners, quantities, values, and price trends

Supply chain mapping, pricing, and regulatory framework

Competitive landscape profiling major players

Factors influencing market performance, including sustainability trends

Report Coverage

The report provides historical market data (2015-2023) with projections to 2030, covering supply & demand analysis, trade patterns, and competitive dynamics. It also assesses key barriers, technological advancements, and industry evolution within the Mexico beer market.

Mexico's Role in the Global Beer Supply Chain

As the world's largest beer exporter, Mexico shipped beer worth \$5.02 billion in 2022, accounting for 30% of global exports. It ranked 4th in global beer production and consumption, following China, the USA, and Brazil. Major producers include Grupo Modelo and Cuauhtémoc Moctezuma Brewery (Heineken), with the U.S. as the primary export destination.

Barley is the most critical ingredient, alongside hops, water, and yeast. Mexico relies heavily on U.S. imports, bringing in 323.5 million metric tons of barley in 2021/22 and 630 tonnes of hop extracts in 2022. Supply chain disruptions from COVID-19 and the Russia-Ukraine war have impacted ingredient availability and pricing, affecting beer production worldwide.

Market Drivers

Economic Growth: Rising disposable income boosts beer demand, especially in urban areas.

Young Demographics: With a median age of 29.4 years, Mexico's youth drive beer consumption.

Tourism: Attracting 38.3 million international visitors in 2022, Mexico's beer market benefits from strong tourist demand.

Innovation: Breweries are expanding their portfolios with craft beers, new flavors, and packaging formats.

Exports: Favorable trade agreements and global demand fuel continued export

growth.

Market Challenges

Regulatory Constraints: Strict alcohol laws and taxation impact sales and marketing.

Beverage Competition: Beer competes with tequila, wine, ready-to-drink cocktails, and health-focused beverages.

Supply Chain Issues: Raw material price fluctuations and geopolitical tensions affect production.

Competitive Landscape

Mexico's beer market is dominated by Grupo Modelo (AB InBev) and Cuauhtémoc Moctezuma Brewery (Heineken), alongside rising craft breweries. Modelo led global beer exports in 2022, with over \$5.4 billion in sales. Heineken is expanding its production footprint, including a new can manufacturing plant in northern Mexico.

Leading Beer Companies in Mexico

Grupo Modelo (AB InBev)

Cuauhtémoc Moctezuma Brewery (Heineken)

Cervecería Minerva

Cervecería Primus

Cervecería Mexicana

Popular Beer Brands

Corona Extra, Modelo Especial, Pacifico, Victoria (Grupo Modelo)

Sol, Tecate, Dos Equis, Indio (Heineken)

Future Outlook

Despite regulatory and competitive pressures, Mexico's beer market is poised for growth, driven by innovation, premiumization, and sustainability efforts. The rise of craft and specialty beers is reshaping market dynamics, ensuring continued expansion in domestic and global markets.

Scope of the Report:

Historical Years: 2015-2022

Base Year: 2023

Forecast Period: 2024-2030

Units: Value (US\$ Million) and Volume (Tonnes)

Report Coverage: Production, Consumption, Export, and Import

Segments Covered: By Distribution Channel and Packaging

Companies Profiled: The market players include Grupo Modelo (Part of Anheuser-Busch InBev), Cuauhtémoc Moctezuma Brewery (Part of Heineken), Grupo Cuauhtémoc y Famosa (Part of Heineken), Grupo Modelo Pacifico, Grupo Modelo Baja California, Cervecería Minerva, Cervecería Primus, Cervecería Mexicana, Cervecería Calavera, and Cervecería Santo Coraje, and more.

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