

Carbonates in Mexico

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales value is driven by price increases and a shift towards smaller formats
Flavour innovation is evident in premium and craft carbonates
Notable return to on-trade slows off-trade demand

PROSPECTS AND OPPORTUNITIES

New product launches to focus on health and experience
Players may need to reformulate their products due to recent findings
Climate change has potential to disrupt carbonates production

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023
Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Soft Drinks in Mexico - Industry Overview

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 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 35 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 36 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 37 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 38 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 39 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 40 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 41 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 42 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 43 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 44 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 45 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 46 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 47 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 48 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 49 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 50 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 51 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 52 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 53 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 54 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 55 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 56 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Mexico

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SOURCES

Summary 1 - Research Sources

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