

Concentrates in Mexico

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek the convenience of concentrates but remain cautious with their spending
Emphasis on reduced sugar and fortified becomes increasingly significant
Connecting with consumers as a new form of positioning

PROSPECTS AND OPPORTUNITIES

Affordability will continue to play a significant role in the category
New flavours and experiences as drivers of innovation
Health trends will remain both a challenge and a driver of innovation

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