



# Spirits in Mexico

June 2024

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## Spirits in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of spirits decline, following a reduction in celebrations and social gatherings

Premium higher-quality options continue driving value growth

Casa Cuervo leads spirits, with a focus on Mexican spirits

#### PROSPECTS AND OPPORTUNITIES

Maturity of tequila (and mezcal) may leave space for the development of whiskies, vodka, and English gin

Premium offerings will play a major role in the coming years

Non alcoholic spirits yet to be explored by consumers

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