

Carbonates in Mexico

January 2024

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Carbonates in Mexico - Category analysis

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

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