

# Drinking Milk Products in Mexico

October 2023

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## Drinking Milk Products in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for milk in decline as Mexico's child population drops  
Grupo Lala leaves the Mexican Stock Exchange  
The recovery of out-of-home activities driving growth in flavoured milk drinks

#### PROSPECTS AND OPPORTUNITIES

Expanding cold chain distribution and storage should benefit sales but organised crime remains a threat  
Private label operators are expected to disrupt the competitive environment  
Sustainability might become a challenge for the category

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