

Cider/Perry in Mexico

June 2024

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Cider/Perry in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider shows low growth, partly driven by affordability
Consumption is concentrated in the Christmas season and New Year's Eve
Healthier lifestyles drive further growth for non alcoholic cider, from a low base

PROSPECTS AND OPPORTUNITIES

Strongbow, Sidra Posdata, and artisanal cider might offer an opportunity for on-trade development
Concentration, and focus on other categories may restrain the further development of cider/perry
Still and sparkling wine may also threaten the further growth of cider/perry

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Alcoholic Drinks in Mexico - Industry Overview

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On-trade vs off-trade split
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Legal purchasing age and legal drinking age
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