



Juice in Mexico

January 2024

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Juice in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise of health-consciousness and functional juice
Competition from street stalls slows off-trade growth
Brands launch returnable or cardboard packaging, driven by the search for eco-friendly products

PROSPECTS AND OPPORTUNITIES

Launch of new flavours will remain relevant strategy to differentiate from competitors
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Players may need to reformulate their products due to recent findings

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