

# Sports Drinks in Mexico

January 2024

Table of Contents

## Sports Drinks in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline driven by competition from electrolyte beverages  
New product launches outside of soft drinks impact category sales  
Packaging changes to better position health claims

#### PROSPECTS AND OPPORTUNITIES

Growth potential for reduced sugar variants despite exit of Powerade Zero  
Increasing competition from other soft drinks set to intensify with new products  
Players may need to reformulate their products due to recent findings

#### CATEGORY DATA

Table 1 - Off-trade Sales of Sports Drinks: Volume 2018-2023  
Table 2 - Off-trade Sales of Sports Drinks: Value 2018-2023  
Table 3 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
Table 4 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
Table 6 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023  
Table 7 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
Table 8 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
Table 9 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
Table 10 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
Table 11 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
Table 12 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

## Soft Drinks in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Small local grocers remains dominant, while discounters makes gains  
Foodservice vs retail split  
What next for soft drinks?

### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Mexico

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sports-drinks-in-mexico/report](http://www.euromonitor.com/sports-drinks-in-mexico/report).