



# Rtds in Mexico

June 2024

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## Rtds in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of RTDs continue escalating, driven by innovation and high advertising budgets  
Sales of hard seltzers, which are perceived by consumers to be “healthier”, continue growing  
Caribe Cooler and Topo Chico lead sales of hard seltzers

#### PROSPECTS AND OPPORTUNITIES

Sales of RTDs projected to grow through convenience stores which provide cold storage  
Retail e-commerce expected to gain share in key urban areas  
Cannabis RTDs enter the market with the aim of widening the consumer base

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Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

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Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
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Opening hours  
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