



HW Soft Drinks in Mexico

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

New regulation to encourage greater transparency in soft drinks labelling
Natural soft drinks a good performer as consumers favour bottled water
Brain health and memory an increasingly popular health and wellness claim

PROSPECTS AND OPPORTUNITIES

Existing brands set to expand their product portfolios into new categories
Demand for no fat soft drinks set to rise over the forecast period
Cardiovascular health slated for further growth over the forecast period

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

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Health and Wellness in Mexico - Industry Overview

EXECUTIVE SUMMARY

Overview

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