



Cafés/Bars in Mexico

March 2024

Table of Contents

Cafés/Bars in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Festivities and collaborations as engagement opportunities with consumers
Cold beverages are becoming increasingly popular among Mexican consumers
Creating experiential strategies to add value to brands

PROSPECTS AND OPPORTUNITIES

Sustainability and social responsibility as fundamental pillars in the industry
Increasing use of plant-based ingredients likely
Opening new points of sale and opportunities in the alcohol-free segment

CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2018-2023
Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2018-2023
Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2018-2023
Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2018-2023
Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2018-2023
Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2018-2023
Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2019-2023
Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2020-2023
Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2023-2028
Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2023-2028
Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2023-2028
Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2023-2028
Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2023-2028
Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2023-2028

Consumer Foodservice in Mexico - Industry Overview

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture
2023 key trends
Competitive landscape
Independent foodservice developments
What next for consumer foodservice?

MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023
Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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