



Bottled Water in Mexico

January 2024

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Bottled Water in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium brands focus on developing sparkling flavoured bottled water
Innovation in bottle packaging serves as a differentiator in the category
Health and wellness trends align with consumption of bottled water

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Private label set to gain further volume share, driven by expansion of retail chains
Government regulations in a high consumption category
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