



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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Alcoholic Drinks in Mexico - Industry Overview

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On-trade vs off-trade split
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DISCLAIMER

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