



# HW Hot Drinks in Mexico

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

No caffeine hot drinks record the strongest sales as consumers reduce caffeine to support health

The natural claim rises as consumers become wary of artificial ingredients

Weight management and no fat hot drinks benefit from government legislations

### PROSPECTS AND OPPORTUNITIES

Functional hot drink innovations gain ground as consumers reach for added benefits

Organic hot drinks rise as consumers look for natural products to benefit health

Dietary habits continue to change, supporting the vegetarian hot drinks landscape

### MARKET DATA

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## Health and Wellness in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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