



# HW Soft Drinks in Mexico

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Government legislations support sales of weight management soft drinks  
Natural soft drinks' strong performance is linked to rising concerns surrounding artificial ingredients  
Consumers reach for functional and fortified options as a convenient way to improve health

#### PROSPECTS AND OPPORTUNITIES

Low and no fat gains pace as consumers look to manage weight through their soft drink choice  
Brain health and memory soft drinks record double-digit growth across the forecast period  
Organic and natural soft drinks gain appeal as consumers shift away from artificial ingredients

#### MARKET DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

### 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-soft-drinks-in-mexico/report](http://www.euromonitor.com/hw-soft-drinks-in-mexico/report).