



Euromonitor
International

Wine in Mexico

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainty impacts wine consumption
Beer volumes are driven by several key players
Shift in market dynamics due to changes in distribution

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Local wine manufacturers are expected to gain relevance
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Alcoholic Drinks in Mexico - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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