



Euromonitor  
International

# Spirits in Mexico

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Decline in spirits consumption as consumers navigate uncertainty

Challenges mount for companies as they confront a crowded market and cautious consumer spending

Uncertainty, violence, and constantly evolving preferences impact distribution channels

#### PROSPECTS AND OPPORTUNITIES

Health-conscious drinking preferences to redefine consumption

Rising safety concerns to deter nightlife activity and hamper spirits sales

Flavour, transparency and health to shape innovation in spirits

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