



Euromonitor
International

Beer in Mexico

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer consumption witnesses steady growth as consumers switch from other alcoholic beverages
Strong competition between two leaders in concentrated competitive landscape
Beer companies continue to invest in distribution

PROSPECTS AND OPPORTUNITIES

Further growth is expected for this category despite the challenging economic outlook
Cultural events will remain a major focus for beer companies
New product launches to focus on flavour and sustainability

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2024

CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2019-2024
Table 2 - Sales of Beer by Category: Total Value 2019-2024
Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024
Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024
Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - Sales of Beer by Craft vs Standard 2019-2024
Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024
Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024
Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024
Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029
Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029
Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Mexico - Industry Overview

EXECUTIVE SUMMARY

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

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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/beer-in-mexico/report.