



Beer in Mexico

June 2024

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Beer in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of beer decrease as consumption sees normalisation

Huge investments in production capacity benefit domestic premium lager, to the detriment of imported premium lager

Sales of non alcoholic beer rise, capturing young adults and female consumers

PROSPECTS AND OPPORTUNITIES

Sales of beer expected return to growth, but will be challenged by water scarcity

Flavoured/mixed lager may grow further due to products with a Mexican flavour

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DISCLAIMER

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