



**Euromonitor
International**

RTD Coffee in Mexico

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth is driven by wide product range and availability
- Café Olé leads innovation, focusing on flavours and new ingredients
- Competition from other categories prevents more dynamic growth

PROSPECTS AND OPPORTUNITIES

- Growth expected to continue for RTD coffee in the forecast period
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Soft Drinks in Mexico - Industry Overview

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