



Concentrates in Mexico

January 2024

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Concentrates in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek the convenience of concentrates but remain cautious with their spending

Emphasis on reduced sugar and fortified becomes increasingly significant

Connecting with consumers as a new form of positioning

PROSPECTS AND OPPORTUNITIES

Affordability will continue to play a significant role in the category

New flavours and experiences as drivers of innovation

Health trends will remain both a challenge and a driver of innovation

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