



Euromonitor
International

Concentrates in Mexico

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability sustains the growth of concentrates
- Innovation in concentrates is driven by the entry of new players
- Zuko remains the leading brand in the dominant category, powder concentrates

PROSPECTS AND OPPORTUNITIES

- Liquid concentrates will continue to lose share to the powder format
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- The expansion of retailers might encourage the development of private label

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Soft Drinks in Mexico - Industry Overview

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