

# Tea in Mexico

December 2024

Table of Contents

#### Tea in Mexico - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Green tea maintains its positive performance Players maintain their focus on functionality Innovation in delivery formats

#### PROSPECTS AND OPPORTUNITIES

Tea set to face fierce competition from other beverages A focus on production processes might attract conscious consumers Expansion of discounters likely to drive the share of private label

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2019-2024
Table 2 - Retail Sales of Tea by Category: Value 2019-2024
Table 3 - Retail Sales of Tea by Category: % Volume Growth 2019-2024
Table 4 - Retail Sales of Tea by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Tea: % Retail Value 2020-2024
Table 6 - LBN Brand Shares of Tea: % Retail Value 2021-2024
Table 7 - Forecast Retail Sales of Tea by Category: Volume 2024-2029
Table 8 - Forecast Retail Sales of Tea by Category: Value 2024-2029
Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

#### Hot Drinks in Mexico - Industry Overview

#### EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture 2024 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for hot drinks?

#### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024 Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024 Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024 Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024 Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024 Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024 Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024 Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024 Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024 Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024 Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024 Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024 Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024 Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024 Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024 Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029 Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

- Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

#### DISCLAIMER

SOURCES

Summary 1 - 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/tea-in-mexico/report.