



Euromonitor  
International

# Hot Drinks in Mexico

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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2024 DEVELOPMENTS

- Coffee pods faces a new import tariff of 20%, which drives high value growth
- Consumers try to replicate their experiences at specialist coffee shops, driving sales of fresh ground coffee pods and beans
- Premiumisation maintains momentum and sees experimentation with flavours

PROSPECTS AND OPPORTUNITIES

- Manufacturers of fresh ground coffee likely to offer smaller formats
- A focus on ingredients likely to drive innovation in instant coffee mixes

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## Tea in Mexico

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Green tea maintains its positive performance

Players maintain their focus on functionality

Innovation in delivery formats

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A focus on production processes might attract conscious consumers

Expansion of discounters likely to drive the share of private label

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## Other Hot Drinks in Mexico

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Innovation in other hot drinks targets adults

Competition from other types of beverages slows growth

### PROSPECTS AND OPPORTUNITIES

Cleaner labels and healthier ingredients

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The expansion of discounters is likely to drive the share of private label

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