



Bottled Water in Mexico

January 2024

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Bottled Water in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium brands focus on developing sparkling flavoured bottled water
Innovation in bottle packaging serves as a differentiator in the category
Health and wellness trends align with consumption of bottled water

PROSPECTS AND OPPORTUNITIES

Private label set to gain further volume share, driven by expansion of retail chains
Government regulations in a high consumption category
Companies might need to reformulate their products due to recent findings

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