



Euromonitor
International

Juice in Mexico

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Juice in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise of health-consciousness and functional juice

Competition from street stalls slows off-trade growth

Brands launch returnable or cardboard packaging, driven by the search for eco-friendly products

PROSPECTS AND OPPORTUNITIES

Launch of new flavours will remain relevant strategy to differentiate from competitors

Climate change has potential to disrupt juice production

Players may need to reformulate their products due to recent findings

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