

# Fine Wines/Champagne and Spirits in Mexico

October 2024

Table of Contents

## Fine Wines/Champagne and Spirits in Mexico - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Tequila remains the most important national beverage Local brands of fine wines aim to gain position in the global market Bottle customisation enters the luxury space

## PROSPECTS AND OPPORTUNITIES

Greater social awareness gives importance to artisanal processes Tane jewellery makes alliances with prestigious brands to create luxury gifts New luxury spirits distributed by William Grant & Sons in the local market

#### CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

#### Luxury Goods in Mexico - Industry Overview

# EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for luxury goods?

# MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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