



Rtds in Mexico

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirit-based RTDs drives innovation in overall category
Casa Herradura SA de CV defends its leadership position amid rising competition
Convenience and e-commerce contribute to the growth of RTDs

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Alcoholic Drinks in Mexico - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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