



# HW Soft Drinks in Mexico

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Government legislations support sales of weight management soft drinks  
Natural soft drinks' strong performance is linked to rising concerns surrounding artificial ingredients  
Consumers reach for functional and fortified options as a convenient way to improve health

#### PROSPECTS AND OPPORTUNITIES

Low and no fat gains pace as consumers look to manage weight through their soft drink choice  
Brain health and memory soft drinks record double-digit growth across the forecast period  
Organic and natural soft drinks gain appeal as consumers shift away from artificial ingredients

#### MARKET DATA

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### Health and Wellness in Mexico - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

#### DISCLAIMER

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