



Euromonitor
International

HW Soft Drinks in Mexico

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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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