



Euromonitor
International

Wine in Mexico

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic uncertainty impacts wine consumption
- Beer volumes are driven by several key players
- Shift in market dynamics due to changes in distribution

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- Mindful consumption is expected to drive growth
- Local wine manufacturerers are expected to gain relevance
- Wine to benefit from functional and lifestyle-oriented innovations

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Alcoholic Drinks in Mexico - Industry Overview

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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