



Euromonitor
International

Alcoholic Drinks in Mexico

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Economic Pressure and Shifting Preferences Moderate the Growth of Alcoholic Drinks

Beer Dominates Sales, Driven by Heritage and Flavour Innovation

Rtds Lead Growth Propelled by Innovation and Flavour Extensions

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Conditions and Security Shape Consumption and Industry Growth

Leading Brands Drive Beer Dominance Amid Evolving Consumer Tastes

Rtds Lead Growth with Innovation Targeting Younger, Convenience-Driven Consumers

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Modelo and Heineken Consolidate Leadership with Stable Volume Shares

Chart 6 - Competitive Landscape for Alcoholic Drinks

Emerging Premium Artisanal Brands Gain Ground through Innovation and Partnerships

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Food and Drink Specialists and Local Grocers Lead Distribution Amid Expanding Retail Chains

Digital Partnerships Propel E-Commerce Growth and Reshape Convenience in Retailing

Off-Trade Channels Dominate Volume as Economic Constraints Limit On-Trade Expansion

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

PRODUCTS

Rtd Reinvention and Flavour Innovation Drive Dynamic Growth

Chart 9 - High-Impact Launches Expand Innovation across Rtds and Beer

Brand Collaborations and Cultural Flavours Fuel New Product Launches
Flavour Innovation Supports Rtd Growth and Category Differentiation

ECONOMIC CONTEXT

Chart 10 - Economic Context for Alcoholic Drinks
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Alcoholic Drinks
Chart 14 - Population 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beer in Mexico](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Consumers and Retailers Boost Online Sales through Strategic Alliances
Chart 17 - E-Commerce Gains Relevance Amongst Beer Players and Retailers
Heritage Brands Maintain Cultural Dominance and Consumer Loyalty
Chart 18 - Corona Celebrates Its 100-Year Anniversary
Lager Leads Volume, While Non/Low Alcohol Beer Shows the Fastest Growth
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Fifa World Cup and Consumer Moderation Influence Growth Trajectory
Lager Remains Dominant While Non/Low Alcohol Beer Accelerates Rapidly
Event Sponsorships and Geographical Expansion Drive Resilient Brand Engagement
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Strategic Marketing and Innovation
Chart 23 - Competitive Landscape for Beer
Emerging Independents Leverage Niche Innovation and Direct Sales to Gain a Foothold
Chart 24 - Company Shares 2025
Chart 25 - Brand Shares 2025

CHANNELS

Small Local Grocers and Specialists Drive Beer Sales Growth through Expanded Reach
Major Digital Players Collaborate with Convenience Stores to Accelerate E-Commerce Beer Sales
Integration of Delivery Apps Reshapes the Retail Environment and Consumer Access to Beer

PRODUCTS

Key Trends Driving Digital Expansion and Heritage Loyalty

Innovative Product Launches and Strategic Partnerships Enhance Market Presence

Digital Innovation and Heritage Focus Sustain Growth Amid Economic Challenges

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beer

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beer

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cider/Perry in Mexico](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

KEY INDUSTRY TRENDS

Chart 32 - Key Industry Trends for Cider/Perry

INDUSTRY PERFORMANCE

Shoppers Switch to RtDs and Sparkling Wine for Celebrations

Artisanal Launches Gain Attention, but Regular Options Still Dominate

Chart 33 - New Product Launches Are Limited to Artisanal Manufacturers Trying to Differentiate Their Products

Artisanal Producers Boost Seasonal Sales with Niche Launches

Chart 34 - Sales of Cider Remain Limited to End-Of-Year Celebrations

Chart 35 - Volume Sales 2020-2030

Chart 36 - Volume Sales by Category 2025

WHAT'S NEXT?

Valle Redondo Prioritises Wine and RtDs, Leaving Cider/Perry to Contract

Non Alcoholic Brands Gain Momentum as Regular Options Shrink

Posdata and Robin Hood Pursue Niche Appeal as Innovation Stalls

Chart 37 - Forecast Volume Sales 2020-2030

Chart 38 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Valle Redondo Captures Share as Rivals Exit and Market Contracts

Chart 39 - Company Shares 2025

Chart 40 - Brand Shares 2025

CHANNELS

Specialists Drive Year-End Sales as Discounters Secure Value Seekers

Discounters Leverage Affordable Pricing to Attract Seasonal Shoppers

E-Commerce Momentum Stalls as Seasonality Limits Online Growth

ECONOMIC CONTEXT

Chart 41 - Economic Context for Cider/Perry

Chart 42 - Real Gdp Growth 2020-2030

Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Cider/Perry

Chart 45 - Population 2020-2030

Chart 46 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Rtds in Mexico](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rtds Summary

KEY INDUSTRY TRENDS

Chart 47 - Key Industry Trends for Rtds

INDUSTRY PERFORMANCE

Spirit-Based Innovation Drives Strong Growth Despite Economic Slowdown

Spirit-Based Rtds Dominate Volume and Value through Familiar Local Flavours

Chart 48 - Familiar Flavours Drive Rtd Appeal

Bacardi and Topo Chico Rtd Launches Redefine Consumer Expectations and Boost Sales

Chart 49 - Value Sales 2020-2030

Chart 50 - Value Sales by Category 2025

WHAT'S NEXT?

Major Brands Intensify Competition as Consumers Seek Variety and Value

Spirit-Based Rtds Solidify Dominance While Wine-Based Rtds Grow Steadily

Innovation, Price Pressures and Direct Sales Reshape Competitive Strategies

Chart 51 - Forecast Value Sales 2020-2030

Chart 52 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance Amid Subtle Share Shifts

Chart 53 - Competitive Landscape for Rtds

Brand Innovation and Flavour Expansion Unlock New Growth Avenues

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

CHANNELS

Convenience Stores Lead Growth by Enhancing Accessibility and Product Range

Retail Partnerships with Delivery Platforms Accelerate App-Based Purchases and Reach

Chart 56 - Digital Partnerships Accelerate E-Commerce Growth

Retail E-Commerce Gains Traction through Speed and Accessibility in Urban Settings

ECONOMIC CONTEXT

Chart 57 - Economic Context for Rtds

Chart 58 - Real Gdp Growth 2020-2030

Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Rtds

Chart 61 - Population 2020-2030

Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Spirits in Mexico

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 63 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Rum and Tequila Drive Cautious Recovery Amid Economic Pressure

Grupo Cuervo'S Tequila and Expanding Rum Volumes Reshape Sales Landscape

Security Risks Disrupt Supply Chains While E-Commerce Fuels Access Expansion

Chart 64 - Rising Logistics Constraints Amid Security Concerns

Chart 65 - Value Sales 2020-2030

Chart 66 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Moderate Spending Amid Economic and Security Challenges

Grupo Cuervo Leads Tequila Growth While Rum Captures Rising Consumer Interest

Brands Adapt Innovation and Marketing to Health Trends and Safety Concerns

Chart 67 - Forecast Value Sales 2020-2030

Chart 68 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Casa Cuervo Strengthens Leadership through Tequila and Mezcal Innovation

Chart 69 - Competitive Landscape for Spirits

Casa Lumbre'S Artisanal Focus and Premium Innovation Create Growth Opportunities

Chart 70 - Company Shares 2025

Chart 71 - Brand Shares 2025

CHANNELS

Food and Drink Specialists Lead While Grocery Retailers Gain Ground in Spirits

Macallan'S Immersive Pop-Up Highlights Experiential Retail in Premium Spirits

Delivery Partnerships and Convenience Drive Retail E-Commerce Growth in Spirits

Chart 72 - E-Commerce Expansion Accelerated by Third-Party Delivery Platforms' Partnerships

PRODUCTS

Innovative Product Launches and Pricing Strategies Influence Market Dynamics

ECONOMIC CONTEXT

Chart 73 - Economic Context for Spirits

Chart 74 - Real Gdp Growth 2020-2030

Chart 75 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 76 - Consumer Context for Spirits

Chart 77 - Population 2020-2030

Chart 78 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 79 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Concha Y Toro and La Cetto Retain Buyers as Affordability Shapes Choices

Chart 80 - Familiar and Affordable Brands Gain Consumers' Preference

La Cetto Leverages E-Commerce Reach to Maintain Shopper Loyalty

Chart 81 - Major E-Commerce Platforms Have Included Local Wine Brands in Their Product Portfolios

Sparkling Wine Attracts New Buyers with Promotions and Digital Access

Chart 82 - Value Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Concha Y Toro Expands Local Portfolios as Competition Intensifies

Valle Redondo Introduces Varietal Labels to Capture Value-Focused Buyers

Viña Concha Y Toro Adopts Lifestyle Innovations to Attract New Audiences

Chart 84 - Forecast Value Sales 2020-2030

Chart 85 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Valle Redondo Defends Its Share as Pricing and Distribution Drive Loyalty

Chart 86 - Competitive Landscape for Wine

Vinos El Cielo Gains Visibility through Retail and E-Commerce Expansion

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Supermarkets Drive Omnichannel Loyalty with Promotions and Digital Tools

Amazon and Rappi Transform Rapid Delivery with Strategic Partnerships

Retail E-Commerce Accelerates Wine Access and App-Based Engagement

PRODUCTS

Sparkling Wine Attracts Consumers Seeking Affordable Indulgence

Cross-Border Blends and Non-Alcoholic Innovation Broaden Consumer Choice

Product Diversification Supports Long-Term Category Development

ECONOMIC CONTEXT

Chart 89 - Economic Context for Wine

Chart 90 - Real Gdp Growth 2020-2030

Chart 91 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 92 - Consumer Context for Wine

Chart 93 - Population 2020-2030

Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-mexico/report.