



RTD Tea in Mexico

November 2025

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RTD Tea in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea appealing to health conscious consumers

INDUSTRY PERFORMANCE

RTD tea sales continue to grow driven by more natural and healthier refreshment

Regular still RTD tea growing strongly

WHAT'S NEXT?

RTD tea forecast to see further growth driven by healthier lifestyles

Tightening regulation is expected to impact the category

The expansion of discounters to increase the availability of private label

COMPETITIVE LANDSCAPE

Coca-Cola Mexico utilises strong distribution network

Coca-Cola Mexico extending Fuze Tea's reach beyond major cities.

CHANNELS

Small local grocers is the largest distribution channel

Expansion of convenience stores

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Soft Drinks in Mexico - Industry Overview

EXECUTIVE SUMMARY

Growing focus on health from consumers and government

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INDUSTRY PERFORMANCE

Challenging economic conditions and weather

Health and wellness a key influence

WHAT'S NEXT?

Political situation causing economic uncertainty

Health and wellness shaping purchasing patterns

Increasingly strict fiscal and regulatory environment

COMPETITIVE LANDSCAPE

Coca-Cola builds on carbonates strength with a diversified portfolio

Pharmaceutical player tapping into opportunities in sports drinks

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