

Soft Drinks in Mexico

November 2025

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Soft Drinks in Mexico

EXECUTIVE SUMMARY

Growing focus on health from consumers and government

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Challenging economic conditions and weather Health and wellness a key influence

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Health and wellness shaping purchasing patterns
Increasingly strict fiscal and regulatory environment

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WHAT'S NEXT?

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Energy drinks growth fuelled by flavour innovation in intensely competitive environment Regular energy drinks leads sales and growth

WHAT'S NEXT?

Innovation a key driver for further growth

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Private label has potential to increase its market share, led by HEB, Walmart and 7-Eleven

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