



Euromonitor
International

Concentrates in Mexico

November 2025

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Concentrates in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Budget conscious consumers looking for affordability

INDUSTRY PERFORMANCE

Economic uncertainty benefits concentrates as consumers trade down from RTD juices

Opportunities for both liquid and powder formats

WHAT'S NEXT?

Concentrates faces challenges, but powder format set to continue to gain share

Health policies might result in further regulation

Private label may increase its share with the opening of new stores

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

COMPETITIVE LANDSCAPE

Kraft Foods de México leads

Zuko from Tresmontes Lucchetti gains ground through promotional activity

CHANNELS

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Supermarkets performing well in concentrates

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Soft Drinks in Mexico - Industry Overview

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Growing focus on health from consumers and government

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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

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