



Euromonitor
International

Cafés/Bars in Mexico

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Cafés/Bars in Mexico - Category analysis

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2025 DEVELOPMENTS

Slower growth impacted by low consumer confidence

INDUSTRY PERFORMANCE

Specialty coffee chains create positive trend as nightlife venues struggle

Intense rivalry fuels expansion in chained specialty coffee market

Economic pressures drive shift toward affordable and at-home beverage choices

WHAT'S NEXT?

Cafés/bars to see moderate growth amid rising competition and weaker nightlife

Convenience to drive growth in delivery and drive-through channels

Innovation in flavours and mixology to propel growth in prepared beverages

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Alsea SAB de CV maintains leadership through Starbucks' scale and innovation

Dunkin builds share through wider distribution

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[Consumer Foodservice in Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

A challenging economy slows market performance

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INDUSTRY PERFORMANCE

Price-driven growth amid inflationary pressures

Third-party delivery platforms drive dynamic growth

Chains elevate value through experiences and loyalty programs

WHAT'S NEXT?

Positive yet challenging outlook ahead for consumer foodservice

Innovation and strategic partnerships to shape future growth

Environmental challenges ahead for delivery and takeaway channels

COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives

Sbarro ranks as fastest-growing brand in consumer foodservice

Little Caesar's Pizza leads limited-service restaurants with affordable pricing and integrated third-party delivery

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Loyalty programs and delivery apps to redefine consumer foodservice innovation

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