



# Juice in Mexico

November 2025

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## Juice in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Concerns about sugar hit juice sales

#### INDUSTRY PERFORMANCE

Juice sales decrease due to tighten regulations on sugary juices and strong concern about sugar intake

100% juice proves most resilient

#### WHAT'S NEXT?

Juices to lose ground against more healthy options

Ban on selling regular sugar juices in schools an impediment to growth

New functional juices may help to address negative image

#### COMPETITIVE LANDSCAPE

Jugos del Valle leads

Innovation supports Grupo Jumex's relatively strong performance

#### CHANNELS

Small local grocers leads but faces growing competition

Forecourt retailers avoids decline, while supermarkets offer loyalty programmes and discounts

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Growing focus on health from consumers and government

### KEY DATA FINDINGS

#### 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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