



**Euromonitor
International**

Energy Drinks in Mexico

November 2025

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Energy Drinks in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers continue to look for an energy boost

INDUSTRY PERFORMANCE

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

Tightening regulations on sugary soft drinks, and especially energy drinks, may slow growth

Fortification and functionality of other categories may become a major challenge

COMPETITIVE LANDSCAPE

Qualamex SA de CV leads with Vive 100 and Amper

Coca-Cola leverages innovation and distribution strength

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Small local grocers is the leading distribution channel

Convenience stores gaining in importance

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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

Pharmaceutical player tapping into opportunities in sports drinks

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