

# Fine Wines/Champagne and Spirits in Mexico

October 2025

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## Fine Wines/Champagne and Spirits in Mexico - Category analysis

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Demand for premium tequila and the growing reputation of Mexican wines contribute to growth for fine wines/champagne and spirits Growing demand for premium alcoholic drinks as consumers are influenced by international trends Distribution expansion helps drive sales growth for fine wines/champagne and spirits

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Growing demand expected for premium and health-conscious luxury beverages

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