



HW Hot Drinks in Mexico

January 2026

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Regulation-driven reformulation reshapes health positioning in hot drinks

INDUSTRY PERFORMANCE

Sugar reduction and regulatory compliance drive product reformulation

Natural positioning benefits from clean-label and functional perceptions

Mineral fortification loses prominence amid reformulation priorities

WHAT'S NEXT

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Natural claims evolve toward functional specificity

Mineral claims gradually lose relevance within hot drinks

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EXECUTIVE SUMMARY

Regulation, reformulation and the gradual re-education of consumers

INDUSTRY PERFORMANCE

Sugar reduction and weight management dominate health positioning

Clean labels, natural cues and functional benefits gain momentum

WHAT'S NEXT

Functionality, transparency and regulation will shape future growth

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