

# Alcoholic Drinks in Mexico

June 2024

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Huge investments in production capacity benefit domestic premium lager, to the detriment of imported premium lager

Sales of non alcoholic beer rise, capturing young adults and female consumers

##### PROSPECTS AND OPPORTUNITIES

Sales of beer expected return to growth, but will be challenged by water scarcity

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Casa Cuervo leads spirits, with a focus on Mexican spirits

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Premium offerings will play a major role in the coming years

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