



Spirits in Mexico

June 2023

Table of Contents

Spirits in Mexico - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising agave prices and US demand for tequila drive up value sales in Mexico

Distribution agreement between Diageo and Arca Continental

Bepensa acquires La Madrileña

PROSPECTS AND OPPORTUNITIES

Consumers' awareness of inflated on-trade prices might slow down growth

Premiumisation will continue driving value growth

Non alcoholic spirits yet to be explored by consumers

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 - Benchmark Brands 2022

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022

Table 2 - Sales of Spirits by Category: Total Value 2017-2022

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 - Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 - Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 - Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 - GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 - NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 - LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 - Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 - Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Mexico - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Table 23 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 24 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 25 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 26 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 27 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 28 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 32 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 33 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 34 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 35 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 37 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 39 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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