

Juice in Mexico

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise of health-consciousness and functional juice

Competition from street stalls slows off-trade growth

Brands launch returnable or cardboard packaging, driven by the search for eco-friendly products

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Launch of new flavours will remain relevant strategy to differentiate from competitors

Climate change has potential to disrupt juice production

Players may need to reformulate their products due to recent findings

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