



RTD Coffee in Mexico

November 2025

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RTD Coffee in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamism amid strong competition from other product areas

INDUSTRY PERFORMANCE

Volume sales continue to improve

Competition from rival products

WHAT'S NEXT?

RTD coffee projected to see further growth driven by younger consumers

Seasonality is expected to concentrate RTD coffee sales in peak months

Further regulation on beverages to slow down growth and encourage reformulation

COMPETITIVE LANDSCAPE

Café Olé pursues strong innovation policy

Wide range of options available across the category

CHANNELS

Small local grocers dominates

Increasing sales through convenience retailers and health and beauty specialists

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Soft Drinks in Mexico - Industry Overview

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Growing focus on health from consumers and government

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INDUSTRY PERFORMANCE

Challenging economic conditions and weather

Health and wellness a key influence

WHAT'S NEXT?

Political situation causing economic uncertainty

Health and wellness shaping purchasing patterns

Increasingly strict fiscal and regulatory environment

COMPETITIVE LANDSCAPE

Coca-Cola builds on carbonates strength with a diversified portfolio

Pharmaceutical player tapping into opportunities in sports drinks

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Small local grocers maintains lead despite share loss

Convenience retailers and supermarkets expanding

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