



Juice in Mexico

November 2025

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[Juice in Mexico - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns about sugar hit juice sales

INDUSTRY PERFORMANCE

Juice sales decrease due to tighten regulations on sugary juices and strong concern about sugar intake

100% juice proves most resilient

WHAT'S NEXT?

Juices to lose ground against more healthy options

Ban on selling regular sugar juices in schools an impediment to growth

New functional juices may help to address negative image

COMPETITIVE LANDSCAPE

Jugos del Valle leads

Innovation supports Grupo Jumex's relatively strong performance

CHANNELS

Small local grocers leads but faces growing competition

Forecourt retailers avoids decline, while supermarkets offer loyalty programmes and discounts

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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

CHANNELS

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