



Euromonitor  
International

# Energy Drinks in Mexico

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## Energy Drinks in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumers continue to look for an energy boost

#### INDUSTRY PERFORMANCE

Energy drinks growth fuelled by flavour innovation in intensely competitive environment

Regular energy drinks leads sales and growth

#### WHAT'S NEXT?

Innovation a key driver for further growth

Tightening regulations on sugary soft drinks, and especially energy drinks, may slow growth

Fortification and functionality of other categories may become a major challenge

#### COMPETITIVE LANDSCAPE

Qualamex SA de CV leads with Vive 100 and Amper

Coca-Cola leverages innovation and distribution strength

#### CHANNELS

Small local grocers is the leading distribution channel

Convenience stores gaining in importance

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Growing focus on health from consumers and government

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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

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