



Beer in Mexico

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer consumption witnesses steady growth as consumers switch from other alcoholic beverages
Strong competition between two leaders in concentrated competitive landscape
Beer companies continue to invest in distribution

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Further growth is expected for this category despite the challenging economic outlook
Cultural events will remain a major focus for beer companies
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Legal purchasing age and legal drinking age
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Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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