Euromonitor International

Cafés/Bars in Mexico

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Cafés/Bars in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower growth impacted by low consumer confidence

INDUSTRY PERFORMANCE

Specialty coffee chains create positive trend as nightlife venues struggle
Intense rivalry fuels expansion in chained specialty coffee market
Economic pressures drive shift toward affordable and at-home beverage choices

WHAT'S NEXT?

Cafés/bars to see moderate growth amid rising competition and weaker nightlife
Convenience to drive growth in delivery and drive-through channels
Innovation in flavours and mixology to propel growth in prepared beverages

COMPETITIVE LANDSCAPE

Alsea SAB de CV maintains leadership through Starbucks' scale and innovation
Dunkin builds share through wider distribution
Independent players sustain leadership amid fragmentation

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Consumer Foodservice in Mexico - Industry Overview

EXECUTIVE SUMMARY

A challenging economy slows market performance

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INDUSTRY PERFORMANCE

Price-driven growth amid inflationary pressures
Third-party delivery platforms drive dynamic growth
Chains elevate value through experiences and loyalty programs

WHAT'S NEXT?

Positive yet challenging outlook ahead for consumer foodservice
Innovation and strategic partnerships to shape future growth

Environmental challenges ahead for delivery and takeaway channels

COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives
Sbarro ranks as fastest-growing brand in consumer foodservice
Little Caesar's Pizza leads limited-service restaurants with affordable pricing and integrated third-party delivery

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