



Drinking Milk Products in Mexico

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flavoured milk drives growth while demographic and climatic challenges dampen sales
Grupo Lala SAB de CV maintains its leadership in drinking milk while Nestlé gains ground in powdered milk sales
Small local grocers lead drinking milk sales while retail e-commerce becomes the fastest-growing channel

PROSPECTS AND OPPORTUNITIES

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DISCLAIMER

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