



Euromonitor
International

Soft Drinks Packaging in Mexico

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Volumes hold broadly flat as rigid plastic extends its grip and a national circular economy framework sets the regulatory horizon

INDUSTRY PERFORMANCE

Rigid plastic extends its dominance as total soft drinks packaging volumes hold broadly flat in 2025

Recycled PET and the returnable system define material innovation, supported by collection investment

A national circular economy framework with EPR repositions the economics of PET bottles

WHAT'S NEXT?

Soft drinks packaging volumes set to rise steadily to 2029, led by rigid plastic

Strategic priorities: rPET-ready PET bottles, returnable expansion, and EPR readiness

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