



Euromonitor
International

Bottled Water in Mexico

November 2025

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2025 DEVELOPMENTS

Bottled water absorbing health conscious demand

INDUSTRY PERFORMANCE

Bottled water benefits from ban on the sale of sugary soft drinks in schools

Flavoured and carbonated bottled water seen as replacements for carbonates

WHAT'S NEXT?

Tightened regulations on sugary soft drinks will accelerate migration to healthier soft drink options

Innovation from other categories may have negative impact on bottled water

Private label is set to increase its share due to the expansion of retailers

COMPETITIVE LANDSCAPE

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Coca-Cola backs brand with strong advertising and promotional activity

CHANNELS

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Soft Drinks in Mexico - Industry Overview

EXECUTIVE SUMMARY

Growing focus on health from consumers and government

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INDUSTRY PERFORMANCE

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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