

Sports Drinks in Mexico

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Sports Drinks in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline driven by competition from electrolyte beverages

New product launches outside of soft drinks impact category sales

Packaging changes to better position health claims

PROSPECTS AND OPPORTUNITIES

Growth potential for reduced sugar variants despite exit of Powerade Zero Increasing competition from other soft drinks set to intensify with new products Players may need to reformulate their products due to recent findings

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