



**Euromonitor
International**

HW Hot Drinks in Mexico

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2024 DEVELOPMENTS

Regulation-driven reformulation reshapes health positioning in hot drinks

INDUSTRY PERFORMANCE

Sugar reduction and regulatory compliance drive product reformulation
Natural positioning benefits from clean-label and functional perceptions
Mineral fortification loses prominence amid reformulation priorities

WHAT'S NEXT

Process transparency and certifications gain importance
Natural claims evolve toward functional specificity
Mineral claims gradually lose relevance within hot drinks

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Health and Wellness in Mexico - Industry Overview

EXECUTIVE SUMMARY

Regulation, reformulation and the gradual re-education of consumers

INDUSTRY PERFORMANCE

Sugar reduction and weight management dominate health positioning
Clean labels, natural cues and functional benefits gain momentum

WHAT'S NEXT

Functionality, transparency and regulation will shape future growth

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