



HW Soft Drinks in Mexico

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-driven reformulation reshapes the soft drinks landscape

INDUSTRY PERFORMANCE

Reduced sugar and weight management remain central to reformulation efforts
Functional hydration and minerals drive category redefinition
Natural positioning gains relevance amid ingredient scrutiny

WHAT'S NEXT

Regulation and functional innovation will increasingly shape competition
Natural claims will evolve toward transparency and sustainability
Low sodium remains secondary but strategically relevant

CATEGORY DATA

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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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