

# Other Hot Drinks in Mexico

November 2022

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## Other Hot Drinks in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

New labelling regulation impacts the offer and presentation of other hot drinks

Digital marketing opens up new opportunities for consumer engagement and insights

E-commerce maintains upward trend as consumers appreciate the channel's attributes

#### PROSPECTS AND OPPORTUNITIES

Healthier image to help other hot drinks ride the impact of new labelling rules

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