



Euromonitor
International

Tea in Mexico

November 2025

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Tea in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea sales supported by affordability and health benefits

INDUSTRY PERFORMANCE

Tea benefits from affordability in challenging economic conditions

Black tea absorbing consumers looking for alternatives to coffee

WHAT'S NEXT?

Tea projected to grow further, though challenged by functional dairy drinks

Green tea to see growth driven by perceived benefits

Innovation in delivery formats and cold infusions may add extra fuel to tea sales

COMPETITIVE LANDSCAPE

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Twinings expands offer

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Continued expansion of discounters

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Budget consciousness and evolving health awareness

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More consumers looking to prepare hot drinks at home

Weather conditions influencing consumption patterns and pricing

Health concerns hit other hot drinks

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Tensions with the US

Adapting to changing climatic conditions

Evolving health concerns present ongoing challenge

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