



**Euromonitor
International**

Coffee in Mexico

November 2025

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Coffee in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increased prices hit volumes, but demand becoming more sophisticated

INDUSTRY PERFORMANCE

Coffee price increases constrain volume growth

Growing interest in higher quality coffee

WHAT'S NEXT?

Climate change may slow down coffee sales growth in coming years

Premiumisation driven by rising consumer sophistication

Product innovation is likely to drive sales of coffee mixes

COMPETITIVE LANDSCAPE

Nestlé Mexico dominates coffee sales

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Discounters gaining relevance through competitive pricing

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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

WHAT'S NEXT?

Tensions with the US

Adapting to changing climatic conditions

Evolving health concerns present ongoing challenge

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