



Euromonitor
International

Health and Wellness in Mexico

January 2026

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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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HW Hot Drinks in Mexico

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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
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