



Euromonitor  
International

# Cafés/Bars in Mexico

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### 2025 DEVELOPMENTS

Slower growth impacted by low consumer confidence

### INDUSTRY PERFORMANCE

Specialty coffee chains create positive trend as nightlife venues struggle

Intense rivalry fuels expansion in chained specialty coffee market

Economic pressures drive shift toward affordable and at-home beverage choices

### WHAT'S NEXT?

Cafés/bars to see moderate growth amid rising competition and weaker nightlife

Convenience to drive growth in delivery and drive-through channels

Innovation in flavours and mixology to propel growth in prepared beverages

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Alsea SAB de CV maintains leadership through Starbucks' scale and innovation

Dunkin builds share through wider distribution

Independent players sustain leadership amid fragmentation

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A challenging economy slows market performance

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Price-driven growth amid inflationary pressures

Third-party delivery platforms drive dynamic growth

Chains elevate value through experiences and loyalty programs

### WHAT'S NEXT?

Positive yet challenging outlook ahead for consumer foodservice

Innovation and strategic partnerships to shape future growth

Environmental challenges ahead for delivery and takeaway channels

## COMPETITIVE LANDSCAPE

Alsea SAB de CV reinforces leadership with expansion and efficiency initiatives

Sbarro ranks as fastest-growing brand in consumer foodservice

Little Caesar's Pizza leads limited-service restaurants with affordable pricing and integrated third-party delivery

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