



Euromonitor
International

Cider/Perry in Mexico

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Cider/Perry in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry loses further ground in competitive battleground
Valle Redondo remains the leading player in cider/perry
Retailers limit promotional offers to a few months each year

PROSPECTS AND OPPORTUNITIES

Cider sales are not expected to recover
Expanding wine culture will dampen cider's future prospects
Limited growth in cider category will restrict innovation

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Alcoholic Drinks in Mexico - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

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DISCLAIMER

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