



Sports Drinks in Mexico

November 2025

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Sports Drinks in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers looking for more specific health benefits

INDUSTRY PERFORMANCE

Functionality supports continued growth for sports drinks

Innovation supporting growth in reduced sugar sports drinks

WHAT'S NEXT?

Sports drinks to benefit from expanding range of use

Increased competition is expected

Private label has potential to increase its market share, led by HEB, Walmart and 7-Eleven

COMPETITIVE LANDSCAPE

Laboratorios Pisa SA de CV cements its presence as it benefits from strong brand awareness

Leader seeing strong growth

CHANNELS

Importance of health and beauty specialists supported by oral rehydration solutions

Rising sales in convenience stores

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Challenging economic conditions and weather

Health and wellness a key influence

WHAT'S NEXT?

Political situation causing economic uncertainty

Health and wellness shaping purchasing patterns

Increasingly strict fiscal and regulatory environment

COMPETITIVE LANDSCAPE

Coca-Cola builds on carbonates strength with a diversified portfolio

Pharmaceutical player tapping into opportunities in sports drinks

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Small local grocers maintains lead despite share loss

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