



HW Hot Drinks in Mexico

January 2026

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2024 DEVELOPMENTS

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
- Mineral fortification loses prominence amid reformulation priorities

WHAT'S NEXT

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- Natural claims evolve toward functional specificity
- Mineral claims gradually lose relevance within hot drinks

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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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