



MEXICO

Adriana Cadena

Market at Glance

Mexico

- One of the best demographics for selling alcohol and a long term growing market
- Tough year for imported spirits .
- Retailers reduced inventory clearing built upon trade stock
- Election uncertainty in Mexico and US caused consumer caution
- Consumer focused on essential and most categories suffered
- Beer and RTD's grow due to affordability
- During the pandemic years alcohol industry experienced a substantial growth of a 7%.
- Post pandemic decline of a 5.8% reflecting the return to normal economy activity.



MEXICO

Market at Glance

- Wine Market Polarization: Growth at the high end (prestige) and low – end (value), mid market declined.
- Mass Market saturation : wines under 500 MX /bottle is saturated with labels and price competition
- Champagne Decline: market eroded by Prosecco and other sparkling wines.
- Emerging Moderation trend: Moderation is a new trend, contributing to overall alcohol consumption decline.
- Impact on young adults: noticeable among urban , educated young people reaching legal drinking age.
- E commerce decline: sales via e-commerce for wines and spirits declined.
- E-commerce Performance: Decline was less severe than in broader global market.
- Retailers offer promotions with significant discounts , and these promotions are increasing and customers are getting used to pay less for certain products.
- Retailers increase direct importations

Strategy Overview

Market at Glance

Forecast Highlights

- Price Reductions Impact: Price cuts led to wholesalers reducing inventory and out-of-stocks
- On trade Account lock-in: Major brands securing on-trade accounts, delisting competitors
- Wine Challenges: Wine faces pressure sparkling wine to outperform, high-end still wine to grow and entry level pressured.
- US Policy Uncertainty: Forecast does not fully account for unpredictable US policy impacts.

General Forecast Assumptions

- Persistent Inflation: reduces private investment and slows economic growth.
- US tariffs: Obstruct growth and trade uncertainties
- Positive Factors: Growing employment and tourism contribute positively.
- World Cup 2026: Expected to boost alcohol consumption

Education, Education and storytelling

- Education is Paramount , capstone, trade teams, tastings, seminars are crucial for Brand building
- Consumers became more educated during pandemic , with time to learn and buy directly from importers.
- We are now facing a more educated and affluent consumer
- Storytelling is essential , why should I buy this product instead of that one?
- Work closely with our sommelier ambassadors to connect with these customers.



ACTIVITY PROGRAM 2025-2026

MEXICO CALENDAR

MEMBERS OPPORTUNITIES

FY 2025/2026

- Capstone Seminars
- A road trip thru California
- Wine bar and restaurant promotion: Wine Invasion
- Trade tasting
- Grape Escapes Talks
- Participation in wine events such as the Sonoma Expo by Hotel Presidente
- Palacio de Hierro California promotion “Denominacion Palacio”
- Strong story telling: Mexican Hands on California Wines
- World Cup promotion

MEXICO CALENDAR

NEW PROGRAM

FY 2025/2026

- Strong story telling: Mexican Hands on California Wines
 - Uncork the legacy with the stories of mexicans that have helped shape California Wines.

MEXICO CALENDAR

NEW PROGRAM

FY 2025/2026

- Strong story telling: Mexican Hands on California Wines WHY
 - Shared Heritage and highlight the connection
 - Elevate brand loyalty and foster a deep connection with Mexican consumers
 - Acknowledges and celebrate the contribution of Mexican labor in the California wine industry.
 - Strong Connection : reinforces the idea of a lasting and important relationship.
 - Drive sales with authenticity, leverage the power of genuine storytelling to resonate with consumers and increase purchase intent.
 - Increase Engagement: spark conversations and build stronger relationships with consumers.

MEXICO CALENDAR

NEW PROGRAM

FY 2025/2026

- Strong story telling: Mexican Hands on California Wines WHY
 - Tap into a growing market and connect with a passionate and loyal consumer.
 - Elevate brand loyalty and foster a deep connection with Mexican consumers
 - Drive sales with authenticity, leverage the power of genuine storytelling to resonate with consumers and increase purchase intent.
 - Increase Engagement: spark conversations and build stronger relationships with consumers.
 - It is history , legacy and dedication to the craft
 - Embrace your roots: supporting the Mexican community in California
 - Experience the pride of Mexican Heritage



CALIFORNIA
WINES

THANK YOU