



MEXICO
Wine & Spirits
CONSULTING

Doing Wine Business in Mexico

Growing Your Business Opportunities
From Concept to Reality

Introduction

Mexico Wine & Spirits Consulting specializes in the distribution of wine and spirits in Mexico City and throughout Mexico's 32 states. We provide research, marketing services and strategic advice to beverage groups, international distributors, wineries, and brands entering the Mexican market or seeking to enhance market share.

In this presentation we'll cover a wide variety of topics, including the geographic, economic, and cultural/sociological environments. In addition we'll provide a thorough overview of the market for wine and spirits in Mexico, consumption habits, market trends, distribution channels, and regulations. We'll also throw in some strategic advice toward making profitable business decisions in Mexico.

We base our analyses on our own exclusive field research, with input from the finest data providers available, including Euromonitor, Nielsen, and government reports. Our research will help you to ascertain the actual on-the-ground realities of Mexico as a growing economy, and gauge your company's opportunities and potential in the wine and spirits arena.

Contents

1. Why Mexico?

- Geographic, economic, cultural/sociological
- Wine market overview
- Consumer profile & trends

2. Entering The Wine & Spirits Business in Mexico

- Challenges and key factors for success
- Entry strategies

3. Mexico Wine & Spirits Consulting

- Services
- Fees



Why Mexico?



Overview

- A vast territory of 2 million square km larger than England, France, Spain and Germany combined
- 11th largest population in the world, and most densely populated Spanish-speaking country
- 13th highest GDP in the world
- 2nd largest Latin American economy after Brazil
- Ranks 39th out of 191 countries in World's Ease of Doing Business Index (World Bank, 2015)

Economic Overview

- A booming economy in recent years and years to come

- Annual GDP Growth, 2012-14 (+4%)
- Annual GDP Growth, Projected, 2014-17 (+4%)
- Stable Inflation Rate (+3%)
- Strong Projected Domestic Demand, 2014-2017 (+5%)
- Strong Projected Retail Sales, 2014-2017 (+4%)

Economic Indicators and Trends

Long - Term Trends | 3 - year averages

	2009 - 11	2012 - 14	2015 - 17
Population (million):	112	116	120
GDP (USD bn):	1,025	1,322	1,669
GDP per capita (USD):	9,125	11,391	13,959
GDP growth (%):	0.9	3.6	3.9
Fiscal Balance (% of GDP):	-2.5	-2.2	-1.7
Public Debt (% of GDP):	34.7	35.0	34.1
Inflation (%):	4.3	3.9	3.5
Current Account (% of GDP):	-0.7	-1.2	-1.4
External Debt (% of GDP):	18.7	18.1	18.4

A Compelling Market

- A growing population
- Mexico City is the third most populated city in the world, with 24 million people
- Urban population represents 80% of total
- 40 million consumers between 25-50 years old
- Mexico is the leading luxury market in Latin America, with 50% of the market around \$14 billion; 15% growth expected for the next 2 years
- A/B and C+ socioeconomic levels represent 22% of the population = 27 million consumers



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