

OUR ECONOMIC FOOTPRINT IN 2022

We are a **major driver of the national, regional and local economy** and are committed to the sustainable development of the country.



Industry contributes to **generate a production value of 63.9 billion USD**, equivalent to **3.1% of the country's total GDP at consumer prices**.²

We provide over **1.9 million jobs across the value chain**, accounting for **3.4% of total employment**.³



On an annual average, **we invest \$927 million dollars** in fixed assets.

We generate **more than 6.4 billion USD in indirect taxes throughout the value chain**, equivalent to **2.4% of the federal government's tax revenue**.⁴



Over the past ten years, **we have invested over 160 million USD in social responsibility actions**.

EMPLOYMENT SOURCES nationwide

Over 1.9 million jobs:

135,000 direct jobs in sales, distribution, and production, as well as administration and other functions.

1,800,000 indirect jobs along the value chain.



Most impacted sectors

-  Agricultural raw materials such as sugar and fruits sourced from across the country.
-  Packaging materials, including metal, plastic, and glass.
-  Other ingredients, including syrups, sweeteners, water, and juices.
-  Transportation and product distribution throughout the country.
-  Sales to retailers through supermarkets.
-  Food service sales in hotels, restaurants, and cafeterias.
-  Packaging used for storing, containing, and transporting products.

We are a source of income for over 1 million small businesses or family enterprises, which support approximately 4 million Mexicans.⁵

For these businesses, **our beverages account for 25 to 30% of their sales**.

1. Industry data (SCIAN classes 311422: Juices and nectars, and 312111: Soft drinks and non-alcoholic beverages, including soft drinks, purified bottled water, energy drinks, and juices) at market prices (including production value, marketing margins, transportation, and indirect taxes from all direct and indirect production impacts).
 2. Refers to total direct and indirect production impacts.
 3. Total direct and indirect impacts at the national level.
 4. 2022 tax revenues generated directly and indirectly by the industry, including those generated directly by the industry and its impact on the overall economy.
 5. Data source: National Association of Small Retailers (ANPEC).

SOURCES: INEGI, EMIM, Input-Output Matrix, National Accounts System, Economic Censuses, Population and Employment, SHCP, KPMG, and MexBeb.