

OUR ECONOMIC FOOTPRINT 2023



We are a **significant economic driver** at national, regional, and local levels, and are strongly **committed to the sustainable development** of the country.

Our production value
(direct and indirect)¹ amounted to

\$1.1 trillion MXN²

equivalent to 3.4% of GDP.



In 2023, the industry invested
32 billion MXN in fixed assets.

Our members operate **120 production plants**
and **687 distribution centers**.



Sectors we impacted the most:



Agricultural raw materials such as sugar and fruits sourced from across the country.



Raw materials for packaging including metal, plastic, and glass.



Other **ingredients**, including syrups, sweeteners, water, and juices



Transportation and distribution of products nationwide



Retail sales through supermarkets.



Food service sales in hotels, restaurants, and cafeterias



Packaging used to store, contain, and transport products.



We are a source of income for more than **one million small businesses or family-owned stores**, which provide livelihoods for **5 million Mexicans**.

For these businesses, our beverages represent between 25% and 30% of their sales.



MexBeb affiliates invested **562 million pesos** in social responsibility initiatives.

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1. The value of the industry's production includes SCIAN classes 311422: Juices and Nectars and 312111: Soft drinks and non-alcoholic beverages, including soft drinks, bottled purified water, energy drinks, and juices (includes production value, commercialization and transportation margins, and indirect taxes from all direct and indirect productive impacts).
2. Consumer prices.

Sources:
INEGI; EMIM; Input-Output Matrix; National Accounts System; Economic, Population, and Employment Census; SHCP; KPMG and MexBeb.