

TEQUILA: A DRINK FROM MEXICO TO THE WORLD

The beverage industry in Mexico reached a production value of **more than 22 billion USD** in 2013.



The sector is expected to record an average annual growth rate of **5%** for the 2013-2020 period.



In 2013, Mexico recorded the **third highest value** in industrial production of beverages in the Americas, only behind the USA and Brazil.



The Mexican beverages industry received **over two billion USD** in Foreign Direct Investment (FDI) in 2014.

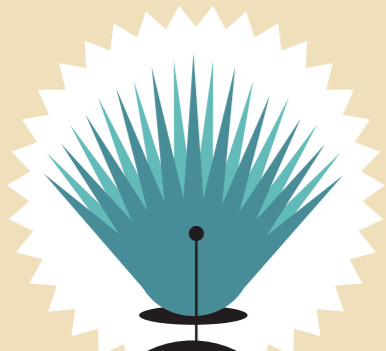


The sector recorded **over 34 billion USD** in FDI between 2000 and 2014.



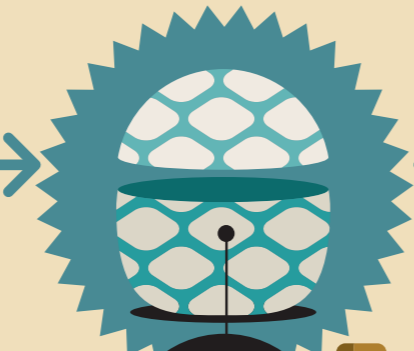
PRO México
Trade and Investment

During 2014, Agave production in Mexico reached **2,408,884 tons**



valued at **\$762 million USD**

In 2014 total agave consumption for tequila production was **788,200 tons**



60% were used to produce 100% Agave tequila



In 2014 total tequila production was **242,400,000 litres**



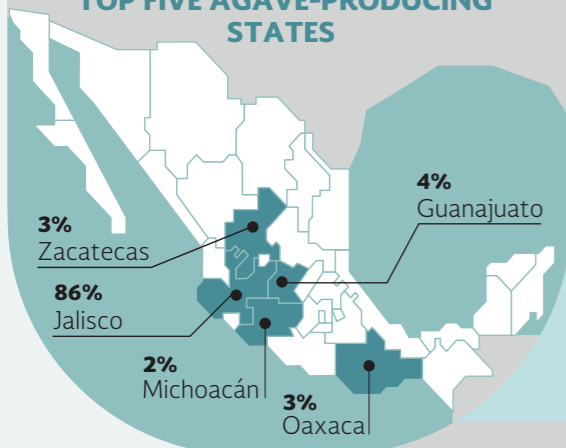
43% of production was 100% Agave tequila

In 2014, Mexico exported **162,141,363 liters of tequila**

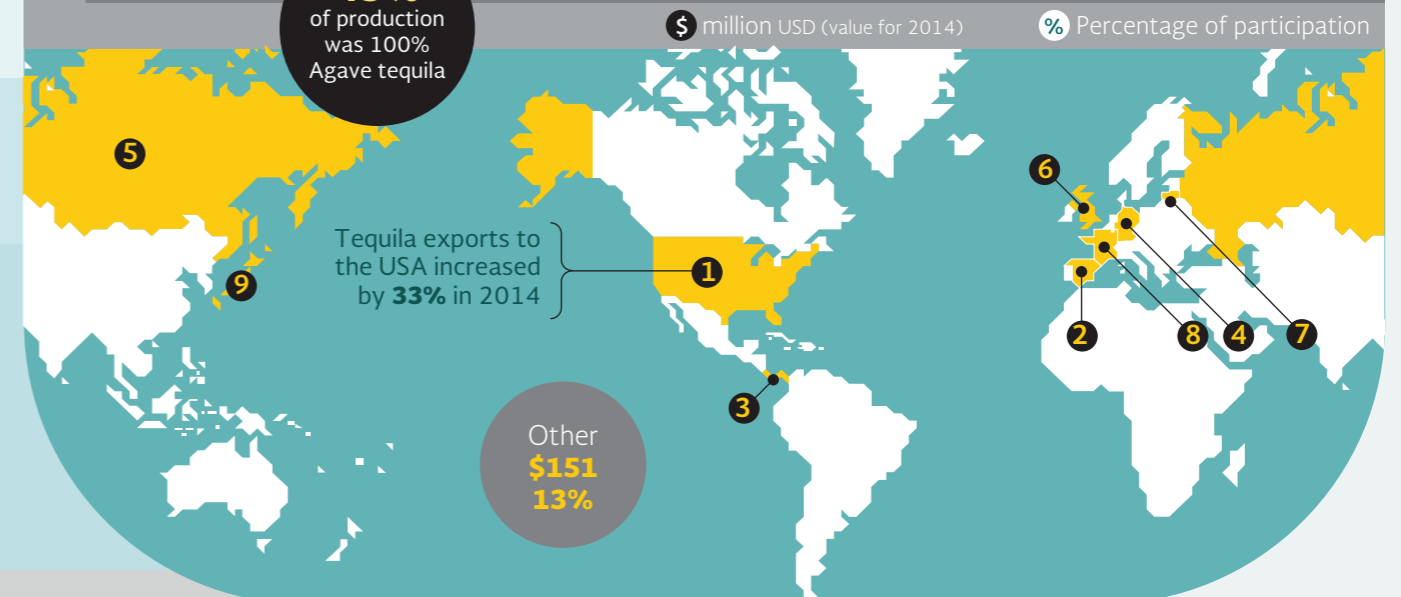
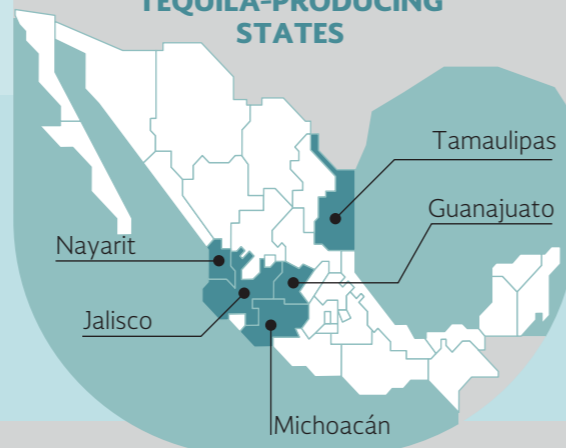


an average of **313 liters** of tequila per minute

TOP FIVE AGAVE-PRODUCING STATES



TEQUILA-PRODUCING STATES



- 1 USA \$912 | 78%
- 2 Spain \$20 | 2%
- 3 Panama \$16 | 1%
- 4 Germany \$13 | 1%
- 5 Russia \$13 | 1%
- 6 United Kingdom \$13 | 1%
- 7 Latvia \$12 | 1%
- 8 France \$11 | 1%
- 9 Japan \$11 | 1%

Sources: SIAP (Agriculture and fisheries information system), Sagarpa (Secretariat of agriculture, livestock, rural development, fisheries, and food); CRT (Tequila regulatory council); Global Trade Atlas (GTA); SE (Secretariat of economy); INEGI (National Institute of Statistics and Geography); Global Insight