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Mexico’s beer export gains came mostly from higher values in 2025

The United States accounted for 93.3% of sales, underscoring the industry’s reliance on one market.

Tuesday, August 11, 2026



Mexico’s beer exports kept growing in value through 2025, but the increase came with little change in the number of liters shipped abroad, according to figures released on Aug. 7 by Mexico’s Agriculture Ministry.

Official data show that Mexican beer exports reached $6.480 billion in 2025, up from $5.618 billion in 2021. That was an increase of $862 million, or 15.3%, over four years. Over the same period, export volume moved from 4.253 billion liters to 4.285 billion liters, a rise of just 32 million liters, or 0.8%.

The gap between those two trends points to a clear shift in how Mexico's beer exports are generating growth. Based on the ministry's rounded figures, the average customs value of exported beer rose to about $1.51 a liter in 2025 from about $1.32 a liter in 2021. That is an increase of roughly $0.19 a liter, or 14.5%.

Those average values do not measure price changes alone. They can also reflect differences in packaging, product mix, shipment destinations, exchange rates and the type of beer sold abroad. Still, the numbers suggest that nearly all of the export gains since 2021 came from higher unit values rather than a significant expansion in volume.

The figures also show how heavily Mexico's beer trade depends on the United States, even as the country ships to a wide range of markets. Mexico exported beer to 98 countries in 2025, the ministry said. But the United States alone bought $6.046 billion worth of Mexican beer, equal to 93.3% of the total export value.

After the United States, the next largest markets were much smaller. The Dominican Republic imported $49 million worth of Mexican beer in 2025, followed by Spain at $39 million, Peru at $37 million and Panama at $32 million, according to the ministry.

That concentration helps explain the export profile of one of Mexico's most visible food and beverage industries. The country's large brewers have built deep distribution networks in the United States, where Mexican lagers have become a staple in supermarkets, sports bars, beach resorts and Mexican restaurants. The official data suggest that broad international reach has not reduced the industry's exposure to a single market.

The Agriculture Ministry described beer as one of Mexico's leading sources of foreign exchange and a pillar of the country's agrifood trade surplus. It also linked the industry's export strength to farm production, noting demand for barley, wheat, corn, oats and rice used in brewing.

Mexico has long been one of the world's leading beer exporters, and the ministry said that in 2025 the country accounted for 37.1% of global beer exports. The agency presented that share as evidence of Mexico's continued dominance over traditional European brewing exporters such as the Netherlands, Belgium and Germany.

The latest data add a more nuanced picture to that leadership. Mexico remains the largest force in global beer exports by the ministry’s measure, but its recent growth has been driven far more by value than by volume. That matters for producers, distributors and policymakers because it suggests the business is becoming more reliant on premium positioning, packaging and market mix than on shipping significantly more beer.

For the hospitality and beverage industries, the numbers also show how Mexican beer continues to hold a strong place in international consumption, especially in the United States. But they also underline a basic vulnerability. A trade sector that reaches nearly 100 countries is still overwhelmingly tied to demand south of the Rio Grande, with only a narrow slice of export revenue coming from the rest of the world.

The ministry’s figures cover 2021 through 2025 and do not represent a 2026 trade update. They offer a snapshot of a mature export business that is still expanding, but mostly through what each liter is worth rather than through how many liters leave the country.