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Mexico’s tequila and mezcal exports rose 15.5% to US$3.015 billion through August

The estimate points to strong overseas demand, with official trade tables still pending for a product-level breakdown.

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Mexico’s exports of tequila and mezcal reached US$3.015 billion from January through August 2026, up 15.5% from the same period a year earlier, according to figures reported by El Economista from Bank of Mexico data compiled by GCMA.

At that pace, the country added about US$405 million in export revenue in the first eight months of the year compared with the comparable 2025 level, which would be about US$2.61 billion. The increase points to continued strength in one of Mexico’s most important food and beverage export industries and in one of the world’s largest centers for agave-based distilled spirits.

The figures reflect the nominal value of Mexico’s worldwide external sales during the January-August period. They show how much money exporters received in total, but they do not show how much of the increase came from shipping more product, charging higher prices, or selling a different mix of brands and categories. No volume data were provided with the report, so it is not possible to determine how many liters were exported or how much of the gain was driven by pricing rather than quantities.

The data also come with an important technical caution. El Economista referred to the export item as “tequila,” but public trade tables from Mexico’s agricultural information system often group the category as “tequila and mezcal.” Because the official August breakdown was not directly available at the time of the report, the figure should be treated as an aggregate for tequila and mezcal until the underlying table is confirmed.

That distinction matters because tequila and mezcal occupy different positions in export markets, even though both are agave spirits and both have expanded their international presence in recent years. Tequila remains the far larger category by value and volume, led by major brands with wide distribution in the United States, Europe, and parts of Asia. Mezcal, while much smaller, has grown as a premium and niche product in international markets, especially in higher-end retail and restaurant channels.

Even without a product-level split, the reported rise shows that overseas demand for Mexican agave spirits remained strong through August. The category has become one of the country’s most visible consumer exports, joining beer, avocado, berries, and other products that have built steady foreign demand. For producers, bottlers, and distributors, export revenue is especially important because international sales often provide higher margins and broader pricing power than domestic sales.

The United States is the key market for tequila and a major destination for mezcal, though Mexican spirits are now sold far beyond North America. The latest figures suggest that global demand stayed resilient despite broader uncertainty in consumer spending and exchange rates in many markets during 2026. Because the data are presented in nominal dollar terms, they capture both demand and price effects, but not the inflation-adjusted performance of the sector.

For Mexico’s agave industry, the value of exports is closely watched because it affects farmers, distillers, bottlers, glass and packaging suppliers, logistics firms, and the rural economies linked to agave production. Growth in export earnings can support investment across that chain, but the lack of detail in the current report means it is too early to say which part of the supply chain benefited most in the first eight months of the year.

The increase also comes at a time when producers have been dealing with normal industry pressures, including shifts in agave supply cycles, transportation costs, and changing demand across premium and mass-market segments. Without volume figures, there is no clear way to separate whether the 15.5% gain reflects stronger sell-through abroad, a richer product mix, or higher unit values.

The numbers cited by El Economista were published on Oct. 11 and attributed to Bank of Mexico data compiled by GCMA. Until the official August trade table is available for direct review, analysts are likely to treat the reported total as the best current estimate for combined tequila and mezcal exports rather than for tequila alone.

If confirmed, the US$3.015 billion total would mark another strong year for Mexico’s agave spirits trade and would reinforce the category’s role as a major source of foreign revenue in the country’s food and beverage sector. A fuller assessment of the trend will depend on the release of the official classification table and any later information on export volumes, which would show whether the increase came mainly from more shipments, higher prices, or changes in the mix between tequila and mezcal.