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Grupo Modelo says its non-alcoholic beer volume in Mexico rose about 30% in the third quarter

Published reports did not disclose absolute sales volume or the comparison base, limiting conclusions about the category’s overall impact

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Grupo Modelo’s non-alcoholic beer business in Mexico grew by about 30% in volume during the third quarter of 2026, according to company statements cited by El Economista on Nov. 20 and later echoed by Beer Magazine on Nov. 22.

The reported increase covers July through September and refers to sales volume rather than revenue. The available reports did not disclose the absolute volume sold in liters or hectoliters, and no public primary statement with a detailed breakdown was immediately available. Because the comparison base was not specified in the published accounts, the figure cannot be confirmed as a year-over-year increase.

Even with that limitation, the result points to faster growth in a category that major brewers have been trying to expand as they add products aimed at consumers who want beer flavor with little or no alcohol. The information available so far does not show how much the non-alcoholic segment contributed to Grupo Modelo’s total business in Mexico during the quarter, nor does it indicate whether the gain came from broader distribution, higher repeat purchases, new product launches or promotional activity.

Grupo Modelo is the Mexican brewer and distributor controlled by Anheuser-Busch InBev, the Belgian-based beer group better known as AB InBev. According to the 2025 ranking by BarthHaas, AB InBev was the world’s largest brewer by output, with 484.19 million hectoliters. That global scale gives added weight to any sign of stronger demand in one of its large operating markets.

In Mexico, Grupo Modelo says on its corporate website that it has 11 brewing plants: eight industrial sites, two craft facilities and one experimental plant. The company’s footprint helps explain why even a niche category can matter if it scales quickly, but the lack of disclosed volume means the latest growth figure cannot yet be translated into market share gains or into a clear contribution to overall production.

The reports that cited the company’s comments also did not provide detail by brand. Grupo Modelo sells several beers in Mexico and has expanded its reach across supermarkets, convenience stores, restaurants and other channels, but the public information tied to the third-quarter figure did not identify which labels drove the increase in non-alcoholic beer volume or whether growth was concentrated in certain regions or points of sale.

That leaves several open questions for analysts and competitors. Without a disclosed starting point, a 30% increase can describe very different commercial realities. A category that is still small can post a high growth rate without materially changing the overall business, while a similar rate on a larger base can signal a more meaningful shift in consumer demand. The available information does not allow that distinction.

The figure also should not be read as a measure of price growth or profitability. Volume growth only shows that more product moved through the market. It does not show whether sales generated higher margins, whether average prices changed, or whether the company increased spending on marketing and distribution to support the segment.

Still, the reported performance suggests that non-alcoholic beer remains an area of momentum for Grupo Modelo in Mexico. For a brewer of its size, a double-digit increase in volume in a developing category is notable, even if the absence of an absolute sales figure makes it impossible to determine how much that momentum altered the broader shape of the company’s business during the quarter.