vinetur

Mexican wine's youth revolution

How the younger generation is reshaping mexico's wine industry

Thursday, November 23, 2023



In recent years, the Mexican wine industry has witnessed a significant transformation, marked by a growing preference for domestically produced wines, especially among younger consumers. This shift reflects a broader trend in consumer behavior, with a notable increase in the appreciation for local products and the diverse flavors and aromas they offer.

A Paradigm Shift in Mexican Wine Consumption

Data from the Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados (CANIRAC) reveals a telling trend: one in every three bottles of wine consumed in Mexico is now of national origin. This statistic marks a departure from the traditional preference for imported wines. The younger generation, particularly those under 35, has played a pivotal role in this paradigm shift.

Quality and variety have been central to the rising popularity of Mexican wines. The country's wine industry has seen considerable growth, as evidenced by the increased per capita wine consumption, now averaging one liter per person.

Mexico's Diverse Wine Regions

Mexico's wine landscape is as varied as its geography, boasting 14 distinct wine regions. These include Baja California, Querétaro, Chihuahua, Guanajuato, Durango, Jalisco, Hidalgo, Coahuila, Aguascalientes, Zacatecas, Sonora, Puebla, Nuevo León, and San Luis Potosí. Each region brings its unique qualities to the table, enriching the diversity of Mexican wines. San Luis Potosí, in particular, has gained national and international recognition for its favorable climatic conditions for wine production.

Looking to the Future

The increasing domestic and international recognition of Mexican wines points to a promising future for the country's viticultural industry. The enthusiastic response from the younger demographic not only boosts the current market but also sets the stage for sustained growth and innovation in the years to come.