

THE MARKET FOR BOTTLED DRINKING WATER IN MEXICO

Mexico is a federal representative democratic republic with a land area of just under 2 million square kilometers, measuring approximately one-fifth the size of Canada. It is divided into 31 states and a Federal District in which the capital, Mexico City, is located. According to preliminary figures from the latest population census taken in 1990, currently there are 81,140,922 inhabitants living in Mexico, 10.2% of which reside in the Federal District. If we take into consideration the municipalities located in the State of Mexico which are adjacent to Mexico City, the number practically doubles.

TABLE I

UNITED MEXICAN STATES TOTAL POPULATION, BY SEX AND FEDERATED STATES POPULATION CENSUS 1990

<u>STATES</u>	<u>POPULATION</u>	<u>MEN</u>	<u>WOMEN</u>
Aguascalientes	719,650	350,732	368,918
Baja California	1,657,927	832,123	825,804
Baja California Sur	317,326	161,784	155,542
Campeche	528,824	265,902	262,922
Coahuila	1,971,344	979,522	991,822
Colima	424,656	210,318	214,338
Chiapas	3,203,915	1,602,409	1,601,506
Chihuahua	2,439,954	1,214,005	1,225,949
Federal District	8,236,960	3,942,498	4,294,462
Durango	1,352,156	667,000	685,156
Guanajuato	3,980,204	1,928,191	2,052,013
Guerrero	2,622,067	1,284,763	1,337,304
Hidalgo	1,880,632	926,763	953,869
Jalisco	5,278,987	2,556,637	2,722,350
State of Mexico	9,815,901	4,838,738	4,977,163
Michoacan	3,534,042	1,708,424	1,825,618
Morelos	1,195,381	584,954	610,427
Nayarit	816,112	407,369	408,743
Nuevo Leon	3,086,466	1,537,997	1,548,469
Oaxaca	3,021,513	1,480,050	1,541,463
Puebla	4,118,059	2,005,977	2,112,082
Queretaro	1,044,227	513,257	530,970
Quintana Roo	493,605	255,476	238,129
San Luis Potosi	2,001,966	987,588	1,014,378
Sinaloa	2,210,766	1,106,532	1,104,234
Sonora	1,822,247	915,585	906,662
Tabasco	1,501,183	750,305	750,878
Tamaulipas	2,244,208	1,112,105	1,132,103
Tlaxcala	763,683	376,242	387,441
Veracruz	6,215,142	3,075,679	3,139,463
Yucatan	1,363,540	674,187	689,353
Zacatecas	1,278,279	625,424	652,855
TOTAL	81,140,922	39,878,536	41,262,386

Source: INEGI - XI CENSO GENERAL DE POBLACION Y VIVIENDA, 1990