

## LEADING BOTTLERS 1993 SALES AND RANK IN TOP 500 MEXICAN CORPORATIONS

Rank	Company	Sales (US \$ Millions)
44	Grupo Embotellador de México	424
64	Cervecería Moctezuma	328
85	Industria Embotelladora de México	189
97	Embotelladora Valle de Anáhuac	151
105	Grupo Embotelladoras Unidas	145
127	Embotelladora la Favorita	110
175	Embotelladora la Frontera	71
201	Compañía Embotelladora de Culiacán	51
223	Embotelladora San Luis	43
256	Embotelladora Guadiana	38
<b>Total</b>		<b>1,550</b>

Source: *Expansión*, 1994.

The availability of new imported products, coupled with the demands of a well-traveled and sophisticated middle class, has put pressure on food processors to develop new, attractively packaged product lines to compete with these imports. Increasing demand for consumer-ready food products is forecast to continue well into the next century. Mexican food processors are now restructuring in an effort to respond to this rapidly growing and increasingly sophisticated market.

Beverage manufacturers have reportedly maintained their demand for raw materials in spite of the economic crisis. Mexico is the world's largest per capita consumer of beverages after the United States. Polyethylene Terephthalate (PET) bottles are growing in popularity.

## THE CONSTRUCTION SECTOR

Three major groups comprise the market for construction and building products in Mexico:

- construction companies
- public works entities in federal, state and municipal governments and state-owned companies
- the informal or consumer market