

MODULO 1 NACIONAL

Agosto - Septiembre 2014



COMPOSICION MERCADO AÑO MOVIL CANAL MAYOREO NACIONAL
Volumen (Cjs 9Lts)

Categoría	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
	Vol	%	Vol	%	Vol	%		
Aguardiente	2,684.4	13.8	2,797.0	14.6	3,066.0	15.2	110	6.9
Alcohol	74.1	0.4	60.0	0.3	45.1	0.2	75	22.0
Anis	87.6	0.5	88.0	0.5	89.7	0.4	102	1.2
Armagnac	0.1	0.0	0.1	0.0	0.1	0.0	79	10.4
Brandy	1,470.4	7.6	1,394.8	7.3	1,273.3	6.3	91	6.9
Champagnes	50.0	0.3	53.0	0.3	53.0	0.3	100	2.9
Cocteles	267.6	1.4	276.1	1.4	314.2	1.6	114	8.3
Cognac	72.2	0.4	57.9	0.3	54.9	0.3	95	12.8
Coolers	1,158.0	6.0	914.0	4.8	840.3	4.2	92	14.8
Energizantes	813.7	4.2	943.4	4.9	1,303.1	6.5	138	26.5
Ginebra	40.3	0.2	44.7	0.2	57.6	0.3	129	19.6
Jarabes	340.6	1.8	364.6	1.9	380.1	1.9	104	5.6
Jerez	749.9	3.9	789.3	4.1	899.2	4.5	114	9.5
Licor	381.5	2.0	382.3	2.0	420.1	2.1	110	4.9
Mezcal	17.9	0.1	24.5	0.1	33.6	0.2	137	37.0
Mezclados	2,424.2	12.5	2,374.3	12.4	2,334.8	11.6	98	1.9
Oporto	9.7	0.0	8.8	0.0	9.2	0.0	104	2.7
Parras	3.4	0.0	3.9	0.0	5.1	0.0	132	21.9
Rompope	126.9	0.7	124.6	0.7	122.6	0.6	98	1.7
Ron	1,233.1	6.3	1,191.5	6.2	1,169.3	5.8	98	2.6
Sangria	509.2	2.6	477.0	2.5	530.9	2.6	111	2.1
Sangrita	65.1	0.3	65.7	0.3	60.4	0.3	92	3.6
Sidra	129.0	0.7	129.0	0.7	123.5	0.6	96	2.2
Tequilas	3,309.3	17.0	3,163.7	16.5	3,292.3	16.3	104	0.3
Vermouth	16.3	0.1	14.7	0.1	15.1	0.1	102	3.8
Vinos de Mesa	1,503.3	7.7	1,548.2	8.1	1,714.7	8.5	111	6.8
Vodka	679.3	3.5	614.1	3.2	602.9	3.0	98	5.8
Whisky	1,225.7	6.3	1,256.0	6.6	1,376.3	6.8	110	6.0
TOTAL V y L	19,442.6	100.0	19,161.1	100.0	20,187.4	100.0	105	1.9
Cerveza	3,604.3	15.6	3,973.8	17.2	4,356.6	17.8	110	9.9
TOTAL	23,046.9	100.0	23,134.9	100.0	24,544.0	100.0	106	3.2

PCC: Promedio Crecimiento Compuesto

COMPOSICION MERCADO AÑO MOVIL CANAL MAYOREO NACIONAL
Valor \$(Mils)

Categoría	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
	Val	%	Val	%	Val	%		
Aguardiente	MX\$806.0	3.8	MX\$814.1	3.8	MX\$898.9	4.0	110	5.6
Alcohol	MX\$15.2	0.1	MX\$12.4	0.1	MX\$9.9	0.0	80	19.4
Anis	MX\$74.7	0.4	MX\$77.5	0.4	MX\$79.1	0.3	102	2.9
Armagnac	MX\$0.7	0.0	MX\$0.8	0.0	MX\$0.6	0.0	74	10.9
Brandy	MX\$2,383.2	11.3	MX\$2,294.4	10.7	MX\$2,092.5	9.3	91	6.3
Champagnes	MX\$395.4	1.9	MX\$424.3	2.0	MX\$448.1	2.0	106	6.5
Cocteles	MX\$69.4	0.3	MX\$65.9	0.3	MX\$71.4	0.3	108	1.4
Cognac	MX\$479.5	2.3	MX\$444.9	2.1	MX\$430.1	1.9	97	5.3
Coolers	MX\$340.6	1.6	MX\$305.2	1.4	MX\$278.5	1.2	91	9.6
Energizantes	MX\$447.0	2.1	MX\$496.9	2.3	MX\$662.6	2.9	133	21.8
Ginebra	MX\$72.4	0.3	MX\$90.9	0.4	MX\$133.5	0.6	147	35.8
Jarabes	MX\$87.3	0.4	MX\$94.7	0.4	MX\$102.9	0.5	109	8.5
Jerez	MX\$207.9	1.0	MX\$220.6	1.0	MX\$238.5	1.1	108	7.1
Licor	MX\$667.9	3.2	MX\$677.2	3.2	MX\$697.2	3.1	103	2.2
Mezcal	MX\$49.0	0.2	MX\$79.6	0.4	MX\$122.9	0.5	154	58.3
Mezclados	MX\$552.5	2.6	MX\$587.6	2.7	MX\$614.1	2.7	105	5.4
Oporto	MX\$31.0	0.1	MX\$31.4	0.1	MX\$33.0	0.1	105	3.3
Parras	MX\$1.9	0.0	MX\$2.2	0.0	MX\$2.9	0.0	136	25.4
Rompope	MX\$77.8	0.4	MX\$79.2	0.4	MX\$82.1	0.4	104	2.7
Ron	MX\$1,556.0	7.3	MX\$1,539.1	7.2	MX\$1,539.6	6.8	100	0.5
Sangria	MX\$104.8	0.5	MX\$101.1	0.5	MX\$114.8	0.5	114	4.7
Sangrita	MX\$24.4	0.1	MX\$24.6	0.1	MX\$24.6	0.1	100	0.3
Sidra	MX\$51.3	0.2	MX\$51.2	0.2	MX\$52.5	0.2	103	1.2
Tequilas	MX\$5,003.1	23.6	MX\$4,999.8	23.4	MX\$5,392.5	23.9	108	3.8
Vermouth	MX\$32.9	0.2	MX\$30.2	0.1	MX\$31.3	0.1	103	2.5
Vinos de Mesa	MX\$2,381.6	11.2	MX\$2,580.1	12.1	MX\$2,832.8	12.5	110	9.1
Vodka	MX\$1,017.8	4.8	MX\$938.1	4.4	MX\$926.9	4.1	99	4.6
Whisky	MX\$4,242.2	20.0	MX\$4,320.9	20.2	MX\$4,686.5	20.7	108	5.1
TOTAL V y L	MX\$21,173.	100.0	MX\$21,385.	100.0	MX\$22,600.	100.0	106	3.3
Cerveza	MX\$773.6	3.5	MX\$885.5	4.0	MX\$1,041.6	4.4	118	16.0
TOTAL	MX\$21,947.	100.0	MX\$22,270.	100.0	MX\$23,641.	100.0	106	3.8

PCC: Promedio Crecimiento Compuesto

20 SUBMARCAS AÑO MOVIL VYL CANAL MAYOREO NACIONAL
Volumen Cjs. 9 Lts. (000)

No	SUBMARCAS	Categoria	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
			Vol	%	Vol	%	Vol	%		
1	NEW MIX (PALOMA)	Mezclados	1,131.9	5.8	1,028.1	5.4	998.6	4.9	97	6.1
2	RANCHO ESCONDIDO	Aguardiente	789.3	4.1	830.0	4.3	953.7	4.7	115	9.9
3	TRES CORONAS	Jerez	741.9	3.8	778.6	4.1	889.4	4.4	114	9.5
4	CARIBE COOLER	Coolers	1,075.8	5.5	842.6	4.4	766.3	3.8	91	15.6
5	NEW MIX (VAMPIRO)	Mezclados	720.5	3.7	701.4	3.7	702.7	3.5	100	1.2
6	MONSTER	Energizantes	293.5	1.5	377.0	2.0	489.8	2.4	130	29.2
7	VIÑA REAL DZO	Sangria	457.3	2.4	423.0	2.2	465.1	2.3	110	0.8
8	BACARDI BLANCO	Ron	504.7	2.6	495.2	2.6	454.4	2.3	92	5.1
9	PRESIDENTE 50 ANIV	Brandy	434.8	2.2	428.3	2.2	420.6	2.1	98	1.7
10	JOHNNIE WALKER E ROJA	Whisky	367.2	1.9	366.1	1.9	370.7	1.8	101	0.5
11	EL MEZCALITO DE TONAYA	Aguardiente	286.3	1.5	331.1	1.7	363.9	1.8	110	12.7
12	TONAYAN	Aguardiente	308.9	1.6	328.1	1.7	318.7	1.6	97	1.6
13	TORRES 10	Brandy	363.7	1.9	360.7	1.9	302.3	1.5	84	8.8
14	BOOST	Energizantes	229.4	1.2	263.2	1.4	292.6	1.4	111	12.9
15	100 AÑOS REP	Tequilas	250.4	1.3	243.3	1.3	271.5	1.3	112	4.1
16	RED BULL	Energizantes	259.1	1.3	252.5	1.3	267.3	1.3	106	1.6
17	JOSE CUERVO TRADICIONAL	Tequilas	273.2	1.4	249.3	1.3	256.9	1.3	103	3.0
18	GRAN CENTENARIO REP	Tequilas	196.5	1.0	209.6	1.1	232.5	1.2	111	8.8
19	LA MADRILEÑA	Jarabes	220.5	1.1	223.6	1.2	217.6	1.1	97	0.6
20	VIVE100	Energizantes	0.0	0.0	23.6	0.1	216.0	1.1	914	-
	TOTAL		8,905.0	45.8	8,755.4	45.7	9,250.7	45.8	106	1.9

Indice MPA:Indice Mismo Período Anterior
PCC: Promedio Crecimiento Compuesto

20 SUBMARCAS AÑO MOVIL VYL CANAL MAYOREO NACIONAL

Valor \$ (Mils.)

No	SUBMARCAS	Categoria	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
			Val	%	Val	%	Val	%		
1	BUCHANAN'S 12	Whisky	MX\$1,032.7	4.9	MX\$978.3	4.6	MX\$1,015.7	4.5	104	0.8
2	JOHNNIE WALKER E ROJA	Whisky	MX\$995.4	4.7	MX\$974.7	4.6	MX\$996.1	4.4	102	0.0
3	TORRES 10	Brandy	MX\$965.5	4.6	MX\$936.5	4.4	MX\$796.6	3.5	85	9.2
4	JOHNNIE WALKER E NEGRA	Whisky	MX\$432.1	2.0	MX\$477.6	2.2	MX\$534.3	2.4	112	11.2
5	BACARDI BLANCO	Ron	MX\$563.3	2.7	MX\$553.8	2.6	MX\$532.3	2.4	96	2.8
6	JOSE CUERVO TRADICIONAL	Tequilas	MX\$522.4	2.5	MX\$487.1	2.3	MX\$526.9	2.3	108	0.4
7	RANCHO ESCONDIDO	Aguardiente	MX\$351.8	1.7	MX\$374.1	1.7	MX\$428.9	1.9	115	10.4
8	GRAN CENTENARIO REP	Tequilas	MX\$326.3	1.5	MX\$356.0	1.7	MX\$405.9	1.8	114	11.5
9	PRESIDENTE 50 ANIV	Brandy	MX\$389.6	1.8	MX\$398.2	1.9	MX\$388.2	1.7	97	0.2
10	MOET & CHANDON	Champagnes	MX\$259.4	1.2	MX\$274.5	1.3	MX\$288.5	1.3	105	5.5
11	TORRES 5	Brandy	MX\$285.4	1.3	MX\$298.1	1.4	MX\$274.6	1.2	92	1.9
12	100 AÑOS REP	Tequilas	MX\$279.2	1.3	MX\$255.2	1.2	MX\$267.3	1.2	105	2.2
13	HERRADURA REP	Tequilas	MX\$258.0	1.2	MX\$256.4	1.2	MX\$263.8	1.2	103	1.1
14	BUCHANAN'S 18	Whisky	MX\$250.0	1.2	MX\$231.6	1.1	MX\$255.2	1.1	110	1.0
15	CARIBE COOLER	Coolers	MX\$304.8	1.4	MX\$272.0	1.3	MX\$244.3	1.1	90	10.5
16	DON JULIO REP	Tequilas	MX\$230.8	1.1	MX\$224.2	1.0	MX\$242.8	1.1	108	2.6
17	NEW MIX (PALOMA)	Mezclados	MX\$238.0	1.1	MX\$236.3	1.1	MX\$241.4	1.1	102	0.7
18	PASSPORT	Whisky	MX\$172.2	0.8	MX\$195.1	0.9	MX\$238.7	1.1	122	17.7
19	EL JIMADOR REP	Tequilas	MX\$276.0	1.3	MX\$249.5	1.2	MX\$226.3	1.0	91	9.4
20	TRES CORONAS	Jerez	MX\$194.5	0.9	MX\$205.4	1.0	MX\$223.9	1.0	109	7.3
	TOTAL		MX\$8,327.2	39.3	MX\$8,234.7	38.5	MX\$8,391.8	37.1	102	0.4

Indice MPA:Indice Mismo Período Anterior

PCC: Promedio Crecimiento Compuesto

10 PROVEEDORES TOP AÑO MOVIL VYL CANAL MAYOREO NACIONAL
Volumen Cjs. 9 Lts. (000)

No	FABRICANTE/PROVEEDOR	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
		Vol	%	Vol	%	Vol	%		
1	HERRADURA (TEQ. & COMER.)	2,578.6	13.3	2,456.3	12.8	2,461.9	12.2	100	2.3
2	PERNOD RICARD MEXICO	3,076.9	15.8	2,561.7	13.4	2,432.9	12.1	95	11.1
3	MADRILEÑA & ALTUS & SAUZA	1,969.1	10.1	2,031.2	10.6	2,232.7	11.1	110	6.5
4	CUERVO & BECLE	1,837.2	9.4	1,843.5	9.6	1,940.4	9.6	105	2.8
5	PRAGA S.A. DE C.V.	1,163.8	6.0	1,258.0	6.6	1,433.9	7.1	114	11.0
6	DIAGEO S.A. de C.V.	945.8	4.9	962.6	5.0	1,012.9	5.0	105	3.5
7	BACARDI & CAZADORES	965.2	5.0	970.4	5.1	939.0	4.7	97	1.4
8	PRODUCTOS DE UVA, S.A. DE C.V.	617.0	3.2	596.1	3.1	657.9	3.3	110	3.3
9	BODEGAS LA NEGRITA	645.1	3.3	650.9	3.4	596.4	3.0	92	3.8
10	CORPORACION LICORERA DEL SUR S.A DE C.V.	289.6	1.5	420.5	2.2	557.4	2.8	133	38.7
	TOTAL	14,088.2	72.5	13,751.2	71.8	14,265.5	70.7	104	0.6

Indice MPA:Indice Mismo Período Anterior

PCC: Promedio Crecimiento Compuesto

10 PROVEEDORES TOP AÑO MOVIL VYL CANAL MAYOREO NACIONAL
Valor \$ (Mils.)

No	FABRICANTE/PROVEEDOR	ON11-AS12 (A)		ON12-AS13 (B)		ON13-AS14 (C)		Indice C / B	PCC %
		Val	%	Val	%	Val	%		
1	DIAGEO S.A. de C.V.	MX\$3,600.7	17.0	MX\$3,678.3	17.2	MX\$3,928.5	17.4	107	4.5
2	CUERVO & BECLE	MX\$2,801.8	13.2	MX\$2,944.8	13.8	MX\$3,263.5	14.4	111	7.9
3	PERNOD RICARD MEXICO	MX\$2,959.7	14.0	MX\$2,652.3	12.4	MX\$2,553.0	11.3	96	7.1
4	HERRADURA (TEQ. & COMER.)	MX\$1,496.8	7.1	MX\$1,506.3	7.0	MX\$1,605.4	7.1	107	3.6
5	BODEGAS LA NEGRITA	MX\$1,559.7	7.4	MX\$1,572.6	7.4	MX\$1,516.2	6.7	96	1.4
6	MADRILEÑA & ALTUS & SAUZA	MX\$1,414.3	6.7	MX\$1,421.8	6.6	MX\$1,511.8	6.7	106	3.4
7	BACARDI & CAZADORES	MX\$1,329.6	6.3	MX\$1,338.6	6.3	MX\$1,338.0	5.9	100	0.3
8	MOET HENNESSY DE MEXICO, S.A. DE C.V.	MX\$506.0	2.4	MX\$531.4	2.5	MX\$564.3	2.5	106	5.6
9	PRAGA S.A. DE C.V.	MX\$413.9	2.0	MX\$447.7	2.1	MX\$512.6	2.3	114	11.3
10	CAMPARI MEXICO S.A DE C.V.	MX\$347.5	1.6	MX\$315.7	1.5	MX\$262.8	1.2	83	13.0
	TOTAL	MX\$16,430.	77.6	MX\$16,409.	76.7	MX\$17,056.	75.5	104	1.9

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