

MEXICAN LAW ON ADEQUATE AND SUSTAINABLE NUTRITION: MOVING FROM RIGHTS TO IMPLEMENTATION

Dr. Andrea Arango Angarita



DOF: 17/04/2024

DECRETO por el que se expide la Ley General de la Alimentación Adecuada y Sostenible.

Al margen un sello con el Escudo Nacional, que dice: Estados Unidos Mexicanos.- Presidencia de la República.

ANDRÉS MANUEL LÓPEZ OBRADOR, Presidente de los Estados Unidos Mexicanos, a sus habitantes sabed:

Que el Honorable Congreso de la Unión, se ha servido dirigirme el siguiente

DECRETO

"EL CONGRESO GENERAL DE LOS ESTADOS UNIDOS MEXICANOS, D E C R E T A:

SE EXPIDE LA LEY GENERAL DE LA ALIMENTACIÓN ADECUADA Y SOSTENIBLE

Artículo Único.- Se expide la Ley General de la Alimentación Adecuada y Sostenible.

LEY GENERAL DE LA ALIMENTACIÓN ADECUADA Y SOSTENIBLE

TÍTULO PRIMERO

DISPOSICIONES GENERALES

Capítulo I

Objeto y ámbito de aplicación de la Ley

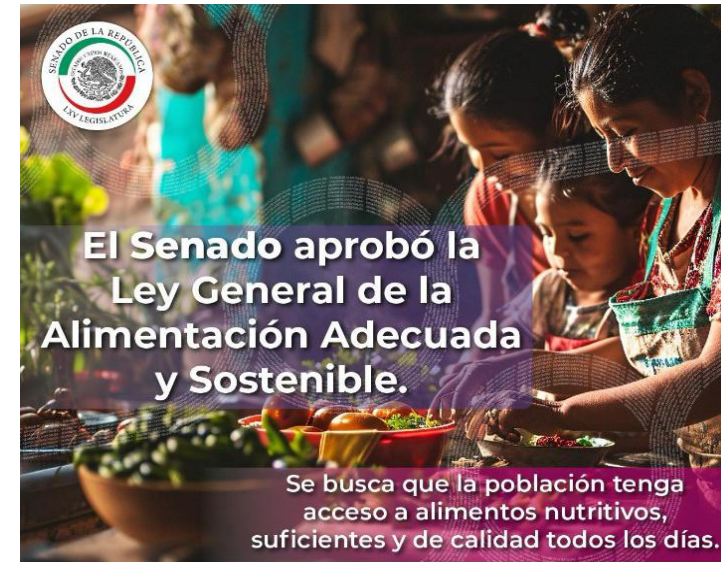
Artículo 1. La presente Ley es reglamentaria del derecho a la alimentación adecuada, en los términos establecidos en los artículos 4o., tercer párrafo; 27, fracción XX, segundo párrafo y 73, fracción XXIX-E, de la Constitución Política de los Estados Unidos Mexicanos. Sus disposiciones son de orden público, interés social y de observancia general en la República Mexicana. Tiene por objeto:

- I. Establecer los principios y bases para la promoción, protección, respeto, y garantía en el ejercicio efectivo del derecho a la alimentación adecuada y los derechos humanos con los que tiene interdependencia;
- II. Priorizar el derecho a la salud, el derecho al medio ambiente, el derecho al agua y el interés superior de la niñez, en las políticas relacionadas con la alimentación adecuada por parte del Estado mexicano;
- III. Establecer mecanismos de planeación, coordinación y competencia entre las autoridades de la Federación, de las entidades federativas, los municipios y las demarcaciones territoriales, en las acciones encaminadas a garantizar el ejercicio pleno del derecho a la alimentación adecuada;
- IV. Fomentar la producción, abasto, distribución justa y equitativa y consumo de alimentos nutritivos, suficientes, de calidad, inocuos y culturalmente adecuados, para favorecer la protección y el ejercicio del derecho a la alimentación adecuada, evitando en toda medida el desperdicio de alimentos;
- V. Fortalecer la autosuficiencia, la soberanía y la seguridad alimentaria del país;
- VI. Establecer las bases para la participación social en las acciones encaminadas a lograr el ejercicio pleno del derecho a la alimentación adecuada, y
- VII. Promover la generación de entornos alimentarios sostenibles que propicien el consumo informado de alimentos saludables y nutritivos.

Artículo 2. Para los efectos de la presente Ley se entenderá por:

- I. **Alimentación adecuada:** Consumo de alimentos nutritivos, suficientes y de calidad, que satisfice las necesidades fisiológicas de una persona en cada etapa de su ciclo vital; adecuado a su contexto cultural y que posibilita su desarrollo integral, la nutrición óptima y una vida digna;
- II. **Alimentación complementaria:** Proceso de introducción gradual y paulatina de alimentos diferentes a la leche humana, para satisfacer las necesidades nutrimentales de la niñez; se recomienda después de los seis meses de edad;
- III. **Abasto:** El traslado de los alimentos desde el lugar de producción a donde sea necesario según la demanda;
- IV. **Autosuficiencia alimentaria:** La capacidad del país para procurar la producción y abasto de la mayoría de los

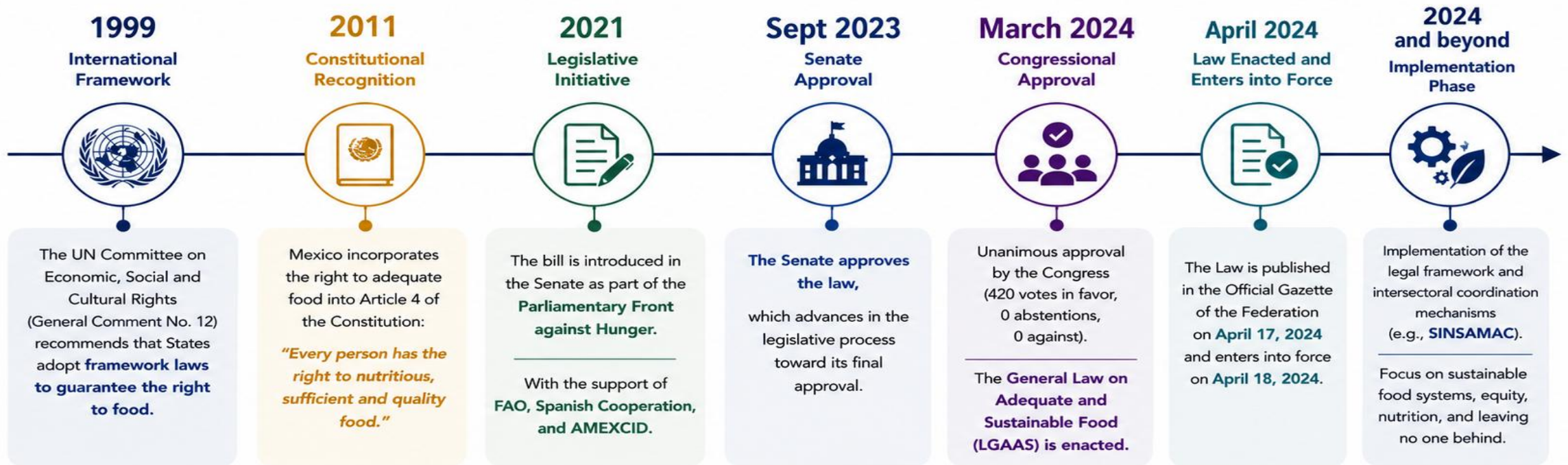
The General Law on Adequate and Sustainable Food in Mexico



Mexico has an advanced legal framework for adequate and sustainable nutrition.

Development of The General Law on Adequate and Sustainable Food in Mexico

A more than two-decade journey toward the recognition and regulation of a fundamental human right



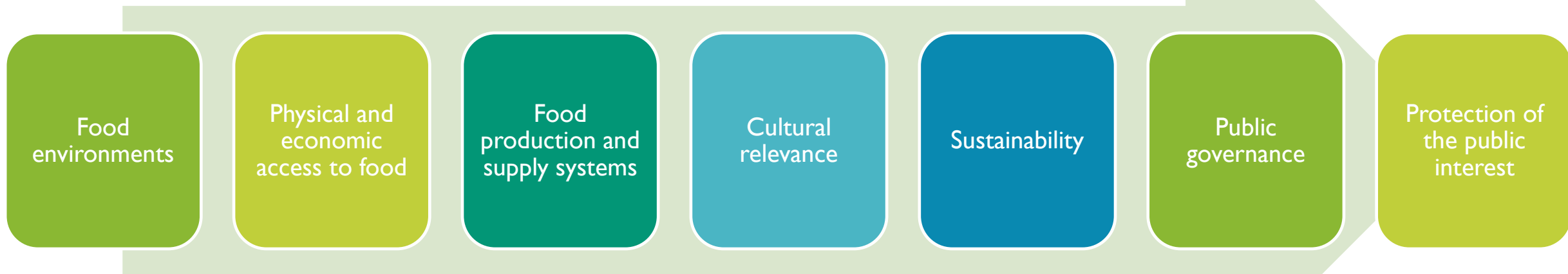
 Mexico becomes one of the first countries to adopt a **comprehensive legal framework to guarantee the right to adequate and sustainable food**.

 Human right approach  Sustainable food systems  Equity and inclusion

Sources: UN Committee on Economic, Social and Cultural Rights, General Comment No. 12 (1999); Political Constitution of the United Mexican States (2011); Senate of the Republic (2023); Chamber of Deputies (2024); Official Gazette of the Federation (April 17, 2024).

Why the law matters?

1. Mexico's Law on Adequate and Sustainable Nutrition represents a shift from isolated nutrition actions to a rights-based food policy framework.
2. It recognizes that adequate nutrition is not only the result of individual choices, but also of:



The Law provides a legal basis to move from individual responsibility to State responsibility for healthier and more sustainable food environments

It regulates the right to adequate food in Mexico and establishes principles, rights, obligations and coordination mechanisms between authorities and society.

Its purpose is to:



Promote, protect, respect and guarantee the right to adequate food



Prioritize health, the environment, water and the best interests of children



Strengthen food self-sufficiency, food sovereignty and food security



Promote sustainable food environments



Establish coordination across federal, state and municipal governments



Promote social participation



The law pursues three major policy goals

I. Guarantee the right to adequate food



- Nutritious, sufficient, quality, safe and culturally appropriate food
- Access across the life course
- No discrimination
- No unjustified conditioning of food supply

2. Transform food systems



- Fair production, supply and distribution
- Food self-sufficiency and sovereignty
- Sustainable local production
- Reduction of food loss and waste
- Preparedness for food emergencies

3. Create enabling governance



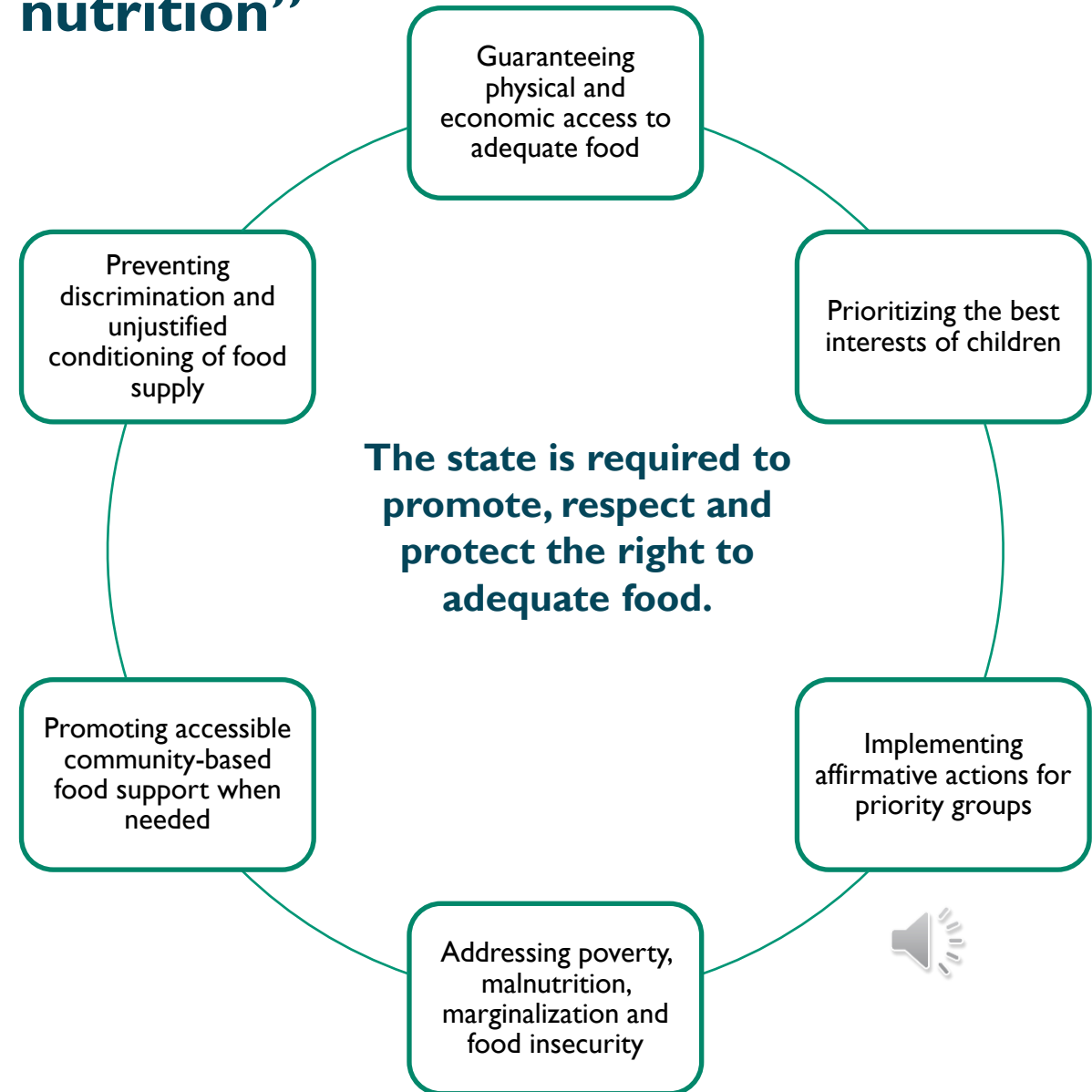
- Intergovernmental coordination
- Social participation
- Transparency and accountability
- Protection from conflicts of interest



What does “adequate and sustainable nutrition” mean?

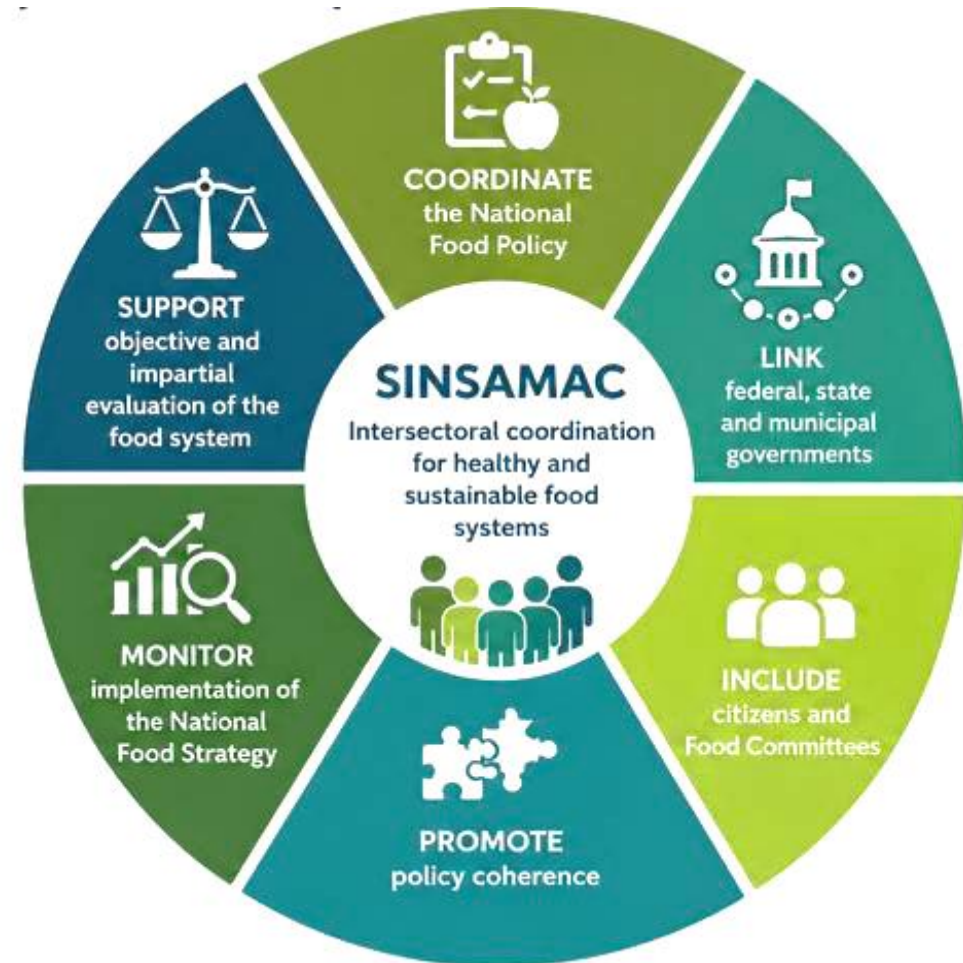
Adequate nutrition is defined as the consumption of foods that are:

1. Nutritious
2. Sufficient
3. Of good quality
4. Culturally appropriate
5. Able to support integral development, optimal nutrition and a dignified life



Mechanisms to translate rights into policy.

1. Regional normative food baskets
2. Community kitchens
3. Public procurement from small and medium-scale producers
4. Support for family, community and local food production
5. Reduction of food loss and waste
6. Strategic food reserves
7. Emergency food response protocols
8. Intergovernmental coordination agreements
9. Social participation mechanisms



The law creates the national intersectoral system for health, food, environment and competitiveness (SINSAMAC).



PRONUNCIAMIENTO

MÉXICO NECESITA UNA POLÍTICA ALIMENTARIA FUERTE: A DOS AÑOS, LA LEY GENERAL DE ALIMENTACIÓN ADECUADA Y SOSTENIBLE SIGUE SIN REGLAMENTO

Ciudad de México, 13 de abril de 2026 - Más de treinta años de neoliberalismo y del modelo de Revolución Verde en el país, han provocado el empobrecimiento y abandono del campo, así como una creciente dependencia alimentaria que favoreció la importación de productos y redujo la política alimentaria nacional a políticas asistencialistas y clientelares con fines electorales. Este modelo también implicó el desmantelamiento de derechos sociales conquistados por campesinas y campesinos en la Revolución Mexicana, así como graves daños al medio ambiente y a la salud de las personas, por el uso extensivo de agrotóxicos, y el privilegiar procesos de "acumulación por despojo" y la mercantilización de la vida.

No obstante, en México también se ha mantenido una resistencia individual y colectiva firme, encabezada por los pueblos originarios, las luchas campesinas y la defensa del territorio, por organizaciones de la sociedad civil, frentes sociales y actores políticos de base popular, que han impulsado una agenda de transformación orientada a la conquista de los derechos humanos y sociales, económicos y culturales en nuestro país.

Estas luchas han logrado conquistas históricas muy importantes, como las reformas a los artículos 4 y 27 constitucionales, en materia del derecho a la alimentación adecuada, la soberanía alimentaria y la protección biocultural de nuestro maíz nativo, entre otros avances fundamentales para la conformación de sistemas agroalimentarios más sanos, justos, sostenibles e inclusivos.

Desde las organizaciones sociales firmantes que hemos participado en estos procesos, reconocemos que, con el arribo de un gobierno popular en el sexenio pasado, comenzó una transformación hacia un modelo productivo con un enfoque agroecológico e incorporando a las comunidades de producción de pequeña y mediana escala. Además del esfuerzo conjunto de parlamentarios, organizaciones sociales y sectores académicos comprometidos con la sociedad, fue posible aprobar reformas tan importantes como la Ley General de Alimentación Adecuada y Sostenible, el etiquetado frontal de advertencia, y la regulación de entornos escolares saludables, entre otras.

Por ello, reafirmamos que todos estos cambios, han marcado la pauta hacia una transformación del paradigma agroalimentario, muy en especial la publicación de la Ley General de Alimentación Adecuada y Sostenible, que constituye una de las legislaciones más avanzadas del mundo en la protección del derecho a la alimentación adecuada, la autosuficiencia, la soberanía y la sostenibilidad alimentarias, así como, la generación de entornos alimentarios que propician el consumo informado de alimentos saludables y nutritivos, además de consolidar mecanismos de coordinación intersectorial y de participación social en la generación de políticas públicas.

Two years after publication, the Law still lacks its Regulation.




Civil society position: a strong Law, but still without Regulation

Civil society, academic, peasant and activist organizations argue that this:

1. Delays implementation of a comprehensive national food policy
2. Prevents legal advances from becoming concrete actions
3. Slows the activation of SINSAMAC
4. Limits Mexico's ability to respond to food insecurity, malnutrition, obesity and chronic diseases
5. Weakens the fulfillment of international commitments on the right to food



Regulatory snapshot: food, tobacco and alcohol in Mexico

Product	Taxes	Marketing / advertising	Purchase / availability	Warning labels
Ultra-processed foods / SSBs	IEPS on SSBs and non-essential energy-dense foods	Front-of-package warning labels; school restrictions	General retail; restrictions in schools	Warning labels for excess critical nutrients  CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS CONTIENE CAFÉINA - EVITAR EN NIÑOS
Tobacco	IEPS; tobacco control law	Stronger limits on promotion and advertising	Regulated sale	Health warnings on packages  Los pictogramas informan y advierten sobre los efectos nocivos del consumo de tabaco. #NoFumoNiVapeo
Alcohol	IEPS by alcohol content	More fragmented regulation	Sale in licensed venues; no sale to minors	Health warning label  LA PUBLICIDAD DE BEBIDAS ALCOHÓLICAS DE CONFORMIDAD CON EL REGLAMENTO DE LA LEY GENERAL DE SALUD EN MATERIA DE PUBLICIDAD (RLGMP) DEBE CUMPLIR CON LOS SIGUIENTES REQUISITOS: BRAVURA TEQUILA

Taxes on sugar-sweetened beverages and energy-dense foods



SUGAR-SWEETENED BEVERAGES TAX



1 peso per liter
special excise tax



≈ 10%
increase in price



Applies to any non-alcoholic beverage with added sugar



ENERGY-DENSE FOODS TAX



8%
ad valorem tax



On the purchase price of a list of energy-dense foods



≥ 275 kcal
per 100 grams



Impact of sugar sweetened beverages tax in Mexico

THE PROBLEM



34%
of the population
in Mexico
has obesity



9.2%
had been
diagnosed with
diabetes



10%
of the calories
consumed in Mexico
come from sugar
sweetened beverages



Young adults and
low-income people
will experience
larger health
benefits

EVIDENCE: THE TAX WORKS



In 2014, México implemented a 10% excise tax to industrialized sugar sweetened beverages, which decreased consumption by 6.1%



Drinking sugar-sweetened beverages causes obesity and diabetes



In 2008, the total cost of obesity-related diseases was 4,000 million USD per year

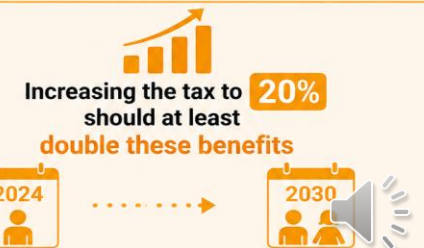
PROJECTED IMPACT OF THE 10% TAX




The tax should reduce obesity by **2.5%**



The tax should prevent **86 to 134** thousand new cases of diabetes



Dimension	Evidence	Main finding	Public health relevance
Beverage purchases	Colchero et al., 2017	↓ 6% SSB purchases; ↑ 16% water purchases	Reduced SSB purchases and supported substitution with water, especially in lower socioeconomic households.
Projected health outcomes	Barrientos et al., 2018	↓ BMI and obesity; 86,000–134,000 diabetes cases prevented by 2030	Suggests potential long-term benefits for obesity, diabetes prevention and health care savings.
Tax redesign scenarios	Salgado et al., 2023	Bahrain-like tax: USD 24.7 billion in net benefits over 10 years; sugar-density tax promotes reformulation.	Higher and better-designed taxes could increase prevention, savings and product reformulation.
Recent evidence on taxed purchases	García et al., 2025	Four years after implementation: ↓ 4.4% SSB purchases; ↓ 7.0% non-essential energy-dense food purchases.	Confirms that even modest taxes can reduce purchases; store-type differences suggest the need to monitor retailer and industry responses. 

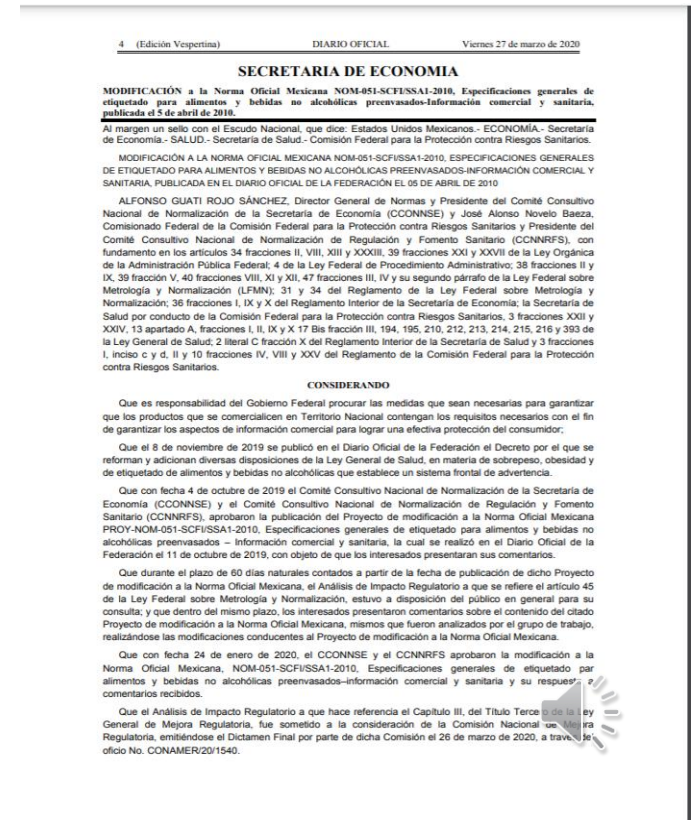
Front-of-pack food labeling

Publication of the amendment to NOM-051 regarding the Mexican front-of-pack warning labeling system

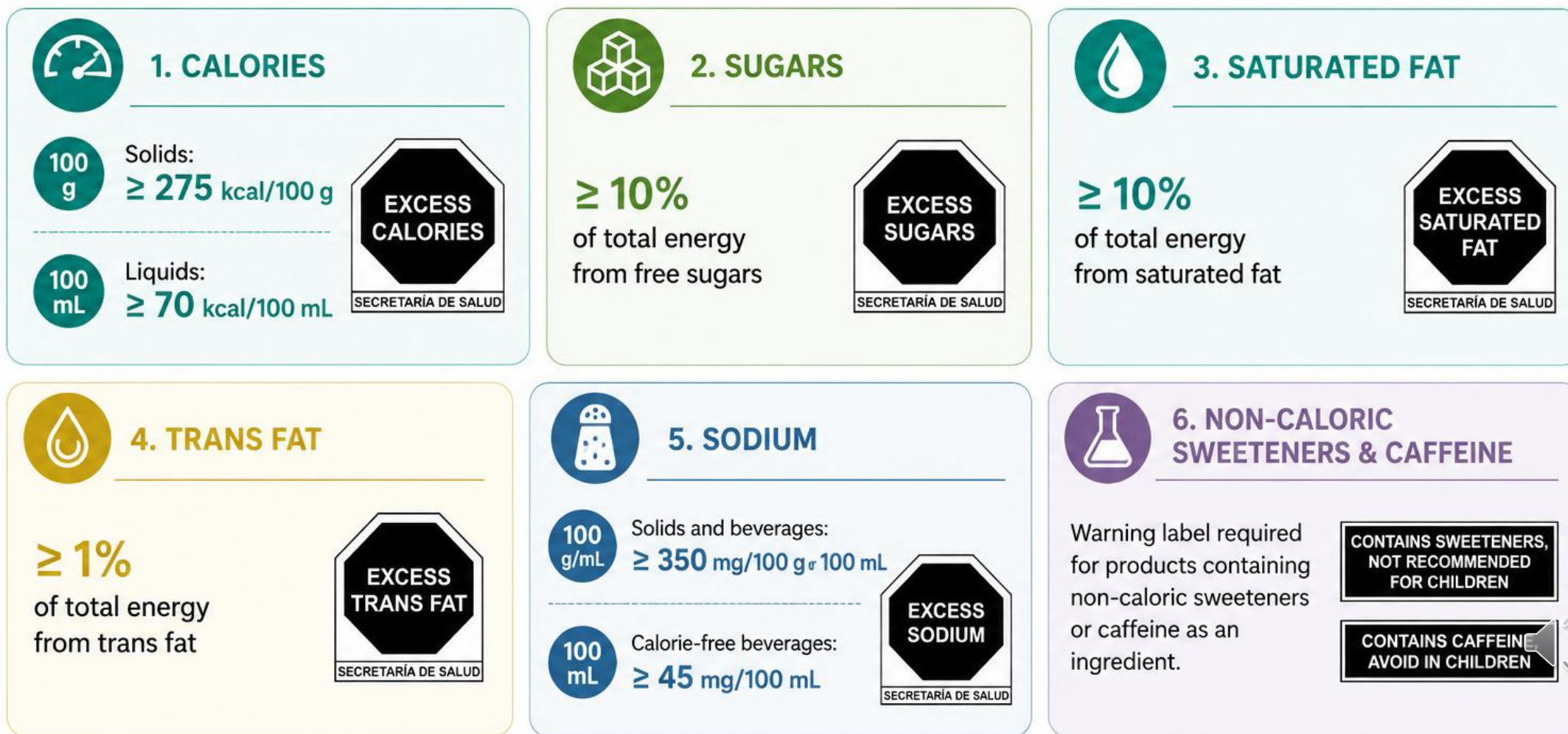


CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS

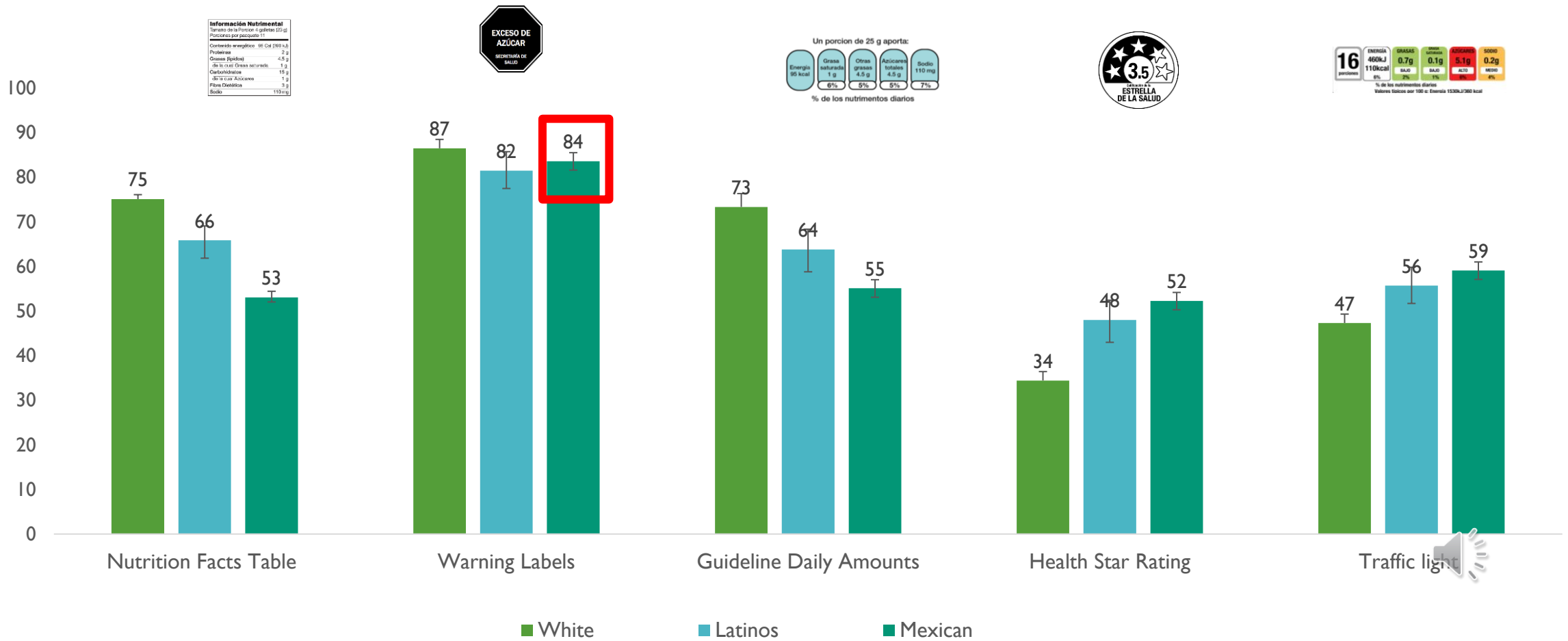
CONTIENE CAFEÍNA EVITAR EN NIÑOS



Mexican nutrient profile criteria under NOM-051 front-of-pack labeling regulation



Subjective understanding of front-of-pack labeling among Latinos and Whites in the United States and among Mexicans: : International Food Policy Study, 2017



Información Nutricional
 Tamaño de la Porción: 8 galletas (25 g)
 Porciones por paquete: 12

Calorías (energía):	95 Cal (390 kJ)
Proteínas:	2 g
Grasas (grasas):	4.5 g
de las cual: Grasas saturadas:	1 g
Carbohidratos:	19 g
de los cual: Azúcares:	1 g
Fibra Dietética:	3 g
Sodio:	110 mg



Un porción de 25 g aporta:

Energía	Grasas saturadas	Otras grasas	Azúcares totales	Sodio
95 kcal	1 g	4.5 g	4.5 g	110 mg
	6%	5%	5%	7%

% de los nutrientes diarios



16	ENERGÍA	GRASAS	GRASAS saturadas	AZÚCAR	SODIO
porciones	110kcal	0.7g	0.1g	5.1g	0.2g
	8%	2%	1%	10%	4%

% de los nutrientes diarios
 Valores diarios por 100 g. Escala: 100kcal/200 kcal

Reformulation of non-alcoholic beverages and foods following the implementation of front-of-pack warning labels in Mexico



Before the policy (T0):

- Almost all products (>75%) had at least one warning label.



After implementation (T2): Significant reduction across all groups in having at least one warning label.



Most notable changes:

- Sodium: up to -63 pp (bread and cereals).
- Saturated fats: up to -26 pp (savory snacks).
- Saturated fats: up to -26 pp (savory snacks).



Anticipatory reformulation (T1): It did occur but, was smaller and less frequent than that observed in T2.

Mexican Healthy and Sustainable Dietary Guidelines 2025-2030



Mexican Healthy and Sustainable Dietary Guidelines benefits in health, cost and environment

nature food

Article

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Mexican national dietary guidelines promote less costly and environmentally sustainable diets

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Check for updates

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The 2023 Mexican Healthy and Sustainable Dietary Guidelines (HSDG 2023) were developed to include all dimensions of sustainability. Here we compare the environmental impact and cost of diets based on the HSDG 2023, current diets and the Mexican-adapted EAT healthy reference diet. Diets following HSDG 2023 are 21% less expensive, require 30% less land to be produced and have 34% less carbon emissions than current diets—particularly in Mexico City and other urban areas with higher prevalence of Westernized diets. This is driven by reduced animal-source food, especially red meat, and ultra-processed foods. In south-rural areas, the water footprint and cost of diets following HSDG 2023 were higher than those of current diets owing to increased intake of nuts, fruits and vegetables not offset by lower meat consumption (which is already close to recommendations). Diet environmental impact and cost could be further reduced with the Mexican-adapted EAT healthy reference diet compared with the HSDG 2023.

The greatest global threat to life is the transgression of the planetary boundaries¹ including the failure to keep the temperature rise below 1.5 °C. Planetary boundaries define the environmental limits within which humanity can safely operate². Health and nutrition are already being affected by the increase in global temperature, overexploitation of natural resources and biodiversity loss^{3,4}. Therefore, it is urgent to avoid the disruption of the natural Earth systems, including achieving zero net carbon emissions, which refers to the balance between the amount of greenhouse gas (GHG) emissions produced and removed from the atmosphere to limit the warming effect⁵.

The food system produces a third of global GHG emissions⁶ and contributes to the global syndrome of malnutrition, obesity and climate change that puts the food security and nutrition of the present and future generations at risk⁷. Animal-based food, especially red meat from ruminants, has a higher environmental impact than plant-based food⁸. Also, ultra-processed products contribute to environmental

degradation, herbicide use, eutrophication and plastic pollution through packaging use⁹.

In this sense, the EAT–Lancet Commission recommends a healthy reference diet (EAT–HRD) that is also sustainable to ensure human and planetary health¹⁰. Sustainable diets are characterized by plenty of fresh, minimally processed plant-based food (for example, fruits, vegetables, legumes, whole grains, nuts and seeds), moderate amounts of animal-source food (for example, eggs, dairy, chicken, fish) and low amounts of red and processed meat, added sugar and ultra-processed products.

Cost and affordability (cost relative to income) are core components of sustainable diets¹¹. Nearly 40% of the world's population (~3 billion) cannot afford a healthy diet¹². In general, healthy diets based on existing recommended dietary patterns (for example, Mediterranean diet, Dietary Approaches to Stop Hypertension, Healthy Eating Index) have been repeatedly reported to be more expensive than

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BMC Public Health

RESEARCH

Open Access



Impact of healthy and sustainable diets on the mortality burden from cardiometabolic diseases and colorectal cancer in Mexican adults: a modeling study

Andrea Arango-Angarita¹, Mishel Unar-Munguía^{2*}, Rodrigo Zepeda-Tello³, Carolina Batis² and Juan A. Rivera⁴

Abstract

Background Healthy and sustainable diets (HSDs) have been associated with reduced mortality from chronic diseases, particularly in high-income countries. However, evidence from Mexico is limited, and no study has assessed the potential impact on mortality of adopting different HSD scenarios. This study aimed to assess the impact of various HSD scenarios on the mortality burden from cardiometabolic diseases and colorectal cancer (CRC) in Mexican adults.

Methods Using a comparative risk assessment model, we examined six HSD scenarios: Mexican Healthy and Sustainable Dietary Guidelines 2023 (MHSDG), EAT–Lancet healthy reference diet (EAT–HRD) and its Mexican adaptation (EAT–HRD-Mx), vegan, vegetarian, and pescatarian diets, compared with the current diet. Disease-related relative risks for food groups were derived from dose–response meta-analyses. The current diet was based on 24-hour dietary recall data from the Mexican National Health and Nutrition Survey (ENSANUT) 2016. HSDs were simulated following intake recommendations for each scenario and the current intake distribution from ENSANUT. Mortality data from type 2 diabetes (T2D), cardiovascular disease (CVD), cerebrovascular disease (CeVD), and CRC were sourced from the 2016 Mexican National Institute of Statistics and Geography (INEGI). Premature deaths were defined as those between 20 and 75 years of age. Years of life lost were estimated by multiplying age-specific deaths by life expectancy. Averted deaths were estimated using potential impact fractions, with 95% uncertainty intervals (UI) derived through bootstrapping.

Results Compared with current diets, the HSD scenarios led to reductions in premature (25.1–30.5%) and total (26.6–33.1%) mortality, with greater reductions associated with vegan diets. The MHSDG ranked third with 29.6% of the premature deaths averted (42,470; 95% UI 39,940–45,045) and 31.9% of total deaths (89,337; 95% UI 84,446–94,244). A vegan diet could lead to a major reduction in CVD deaths (62,290; 95% UI 60,271–64,321), whereas pescatarian diets resulted in the highest number of avoided deaths from CeVD (9,791; 95% UI 9,243–10,340). The EAT–HRD was associated with greater reductions in T2D deaths (23,793; 95% UI 21,733–25,859) and CRC (941; 95% UI 838–1,046).

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Original Research Article

Environmental impact, nutritional adequacy, and monetary cost of current compared with healthy and sustainable diets in Mexico: modeling study

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ABSTRACT

Background: Current food systems contribute to environmental degradation and resource overuse. Healthy and sustainable diets (HSDs) may help mitigate these impacts; however, their cost and nutrient adequacy can differ from current diets depending on the diet scenario. Evidence remains limited in middle-income countries such as Mexico.

Objectives: This study aimed to estimate the environmental impact, monetary cost, and nutrient adequacy of 7 HSD scenarios compared with current diets among Mexican adults.

Methods: This modeling study used the DIETCOST tool to simulate food baskets (FBs) for 7 HSD scenarios: the Mexican Healthy and Sustainable Dietary Guidelines (MHSDG), the EAT–Lancet Healthy Reference Diet (EAT–HRD) and its Mexican adaptation, the Milpa diet, and 3 plant-based diets (vegetarian, vegan, and pescatarian). The current diet was modeled from Mexican National Health and Nutrition Survey 2012 and 2016 data at 2 energy levels: the observed mean (2263 kcal) and an isocaloric version (2051 kcal), matching HSDs' energy targets. Nutrient adequacy was assessed using estimated average requirements. Food prices were obtained from the National Institute of Geography and Statistics and standardized to 2016 Mexican pesos (MXN). Environmental indicators (carbon footprint, land use, water footprint, and biodiversity loss) were drawn from Mexican-specific and international data sources. All comparisons were assessed using linear regression models.

Results: HSD baskets were 12%–25% less expensive than the current diet and 3%–18% less expensive than isocaloric diets. The vegetarian FBs had the lowest cost (–24.7%), followed by EAT–HRD and Milpa (–20%). Land use for HSDs was 23.6%–53.2% lower, with the vegan FBs showing the lowest impact. Water footprint was lower for Milpa (–18.2%) but higher for vegan (+2.3%) and MHSDG (+5.1%) compared with current FBs. Plant-based diets had a 63%–81% lower carbon footprint and biodiversity loss (–98%). Most scenarios met nutrient adequacy, except for vitamin B12 in vegan and vegetarian baskets and vitamin D in all.

Conclusions: All HSDs have lower cost and environmental impact compared with the current Mexican diet. Despite some nutrient inadequacies, they offer a feasible foundation to guide sustainable public health nutrition strategies in Mexico.

Keywords: healthy and sustainable diet, food basket, environmental impact, cost, nutritional adequacy, modeling, Mexico, DIETCOST

Abbreviation: 24HR, 24-h dietary recall; CI, confidence interval; CPF, carbon footprint; EAT–HRD, EAT–Lancet Healthy Reference Diet; EAT–HRD-Mex, Mexican EAT–Lancet Healthy Reference Diet; ENSANUT, Mexican National Health and Nutrition Survey; EAR, estimated average requirement; FB, food basket; GHG, greenhouse gas; GLEAM, Global Livestock Environmental Assessment Model; HSD, healthy and sustainable diet; INEGI, National Institute of Geography and Statistics; IPENMAS, International Network for Food and Obesity/Non-communicable Diseases Research, Monitoring, and Action Support; INSP, Mexican National Institute of Public Health; INPC, Consumer Price Index in Mexico; IOM, Institute of Medicine; LCA, life cycle assessment; MHSDG, Mexican Healthy and Sustainable Dietary Guidelines; NBE, non-beverage; WFP, water footprint.

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0002-9165/25 American Society for Nutrition. Published by Elsevier Inc. All rights reserved, including those for text and data mining, AI training, and similar technologies.

Estrategia Vive Saludable, Vive feliz

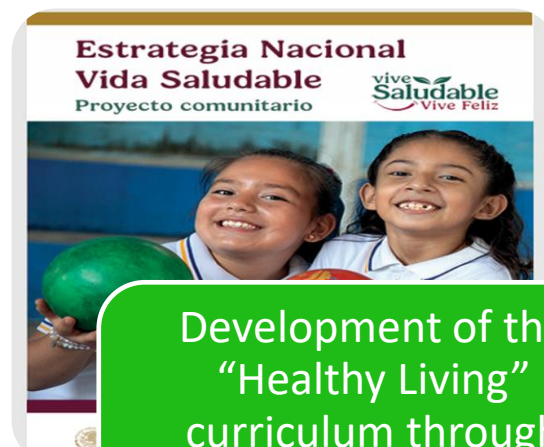
Live Healthy, Live Happy Strategy



A national strategy promoted by the Government of Mexico aimed at improving the well-being and health of school-aged children through actions focused on fostering healthy habits.



Regulation of the sale of ultra-processed and low nutritional value products in school settings.



Development of the “Healthy Living” curriculum through educational fields, cross-cutting themes, classroom projects, and permanent healthy actions



Community-based project addressing the School Health Initiative through brigades composed of specialists and health fairs.



General Law for Tobacco Control



Mexico's tobacco control framework includes:

- Protection from tobacco smoke and emissions
- Regulation of labeling, advertising, promotion, sponsorship, sale and use
- Measures to reduce tobacco consumption, especially among minors
- Health education and risk communication
- Evidence-based policy design and evaluation

Key measures under the General Law for Tobacco Control:

- Comprehensive ban on tobacco advertising and promotion
- Plain packaging and standardized labeling
- Prohibition of additives and flavorings
- Stronger monitoring and enforcement mechanisms
- 100% smoke-free and emission-free spaces



Alcohol consumption in Mexico: Key findings

1 Major health and economic impact



Alcohol consumption is associated with more than 200 diseases, injuries, violence, and economic losses.



These costs represent up to **2.6% of GDP** in social and health-related costs.

2 A growing public health concern



In Mexico, excessive alcohol consumption has increased, particularly among young people and low-income populations.

3 Taxes work: reduce consumption and increase revenue



Higher taxes on alcoholic beverages reduce consumption—especially among poorer households—and increase tax revenues.



Policy implications:



Taxes alone are not enough.



Effective strategies should also address availability, advertising, age limits, sales hours, outlet density and seller accountability.



Digital sales and home delivery require updated regulation.



Alcohol should be addressed more clearly within a health over profits agenda.

2026 Economic Package: progress and gaps in health-related taxation

Product	2025	2026	Main message
Sugar-sweetened beverages	1.6451 MXN/L	3.0818 MXN/L	Strong increase; aligns with evidence on reducing SSB purchases.
Manufactured tobacco	160%	200%	Substantial increase in the ad valorem tax.
Handmade tobacco	30.40%	32%	Moderate increase.
Alcoholic beverages and beer	26.5%–53%	26.5%–53%	No change; rate remains based on alcohol content.
Betting and gambling	30%	50%	Increase.
Violent videogames	Not applicable	8%	New tax.

The 2026 Economic Package strengthens some health taxes, especially on tobacco and sugar-sweetened beverages, but leaves alcohol taxation unchanged.



Industry interference around health taxes: the case of SSB taxation

What the industry communication shows



Dialogue with federal authorities and Congress during IEPS reform discussions



Agreement for a reduced tax on no-calorie beverages



Commitments to reformulate and reduce calories



Commercial actions to promote low- or no-calorie products



Inclusion of Coca-Cola Zero in FIFA World Cup 2026 advertising and promotions



Permanent working group with the Ministry of Health



Why it matters for public health governance



Industry participation in tax design requires transparency and conflict-of-interest safeguards.



May shift the policy focus from reducing ultra-processed beverage consumption to substitution within the same commercial portfolio.



Potentially useful only if mandatory, measurable, independently monitored and enforceable.



Could become a marketing strategy rather than a structural public health intervention.



Maintains brand visibility and corporate normalization through a major global event.



Requires clear rules on transparency, public interest protection and accountability.



Mexico's experience shows that legal recognition is necessary, but not sufficient.



To translate the right to adequate and sustainable nutrition into real change, the country needs:



01

A Regulation for the General Law of Adequate and Sustainable Nutrition



02

Full activation of SINSAMAC



03

Clear institutional responsibilities



04

Public financing



05

Local implementation capacity



06

Independent monitoring



07

Transparency



08

Conflict-of-interest safeguards



09

Stronger protection from commercial determinants of health



From legal recognition to real change: governance, resources, accountability and protection so everyone can enjoy healthy and sustainable diets.





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Thanks for your
attention!

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Advancing human and planetary health

