

Wine in Guatemala

Market Direction | 2022-06-22 | 22 pages | Euromonitor

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Report description:

Wine is not a popular alcoholic drink in Guatemala but its consumption has been increasing in recent years. In 2021, wine registered double-digit volume growth, buoyed by the opening up of the on-trade and continued healthy growth through retail channels. Wine's consumer base is also widening. Whereas before it was mainly older consumers that were interested in wine, the age profile is falling and consumers as young as 25 years of age are becoming interested in wine.

Euromonitor International's Wine in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Wine in Guatemala
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List Of Contents And Tables

WINE IN GUATEMALA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Wine registers double-digit volume growth in 2021

European wines gaining value share

Diversification of distribution

PROSPECTS AND OPPORTUNITIES

Healthy volume growth over forecast period

Increased value share for rose, white wine and sparkling wine

European brands set to drive sales

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 10 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 11 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 12 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

ALCOHOLIC DRINKS IN GUATEMALA

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 13 Number of On-trade Establishments by Type 2017-2021

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TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 14 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 15 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 16 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 17 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 18 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 19 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 20 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 22 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 23 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 24 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 25 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

Table 26 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 27 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 28 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 29 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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