

Spirits in Guatemala

Market Direction | 2022-06-22 | 26 pages | Euromonitor

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Report description:

While volume growth was muted in 2020, spirits benefitted from the opening up of society in 2021, and registered healthy volume growth. Volume sales increased by a fifth within on-trade channels and retail channels also registered positive growth. Population growth also supported volume sales. Whiskies registered the highest volume growth. Rum registered a recovery after a decline in volume sales in 2020 and Industrias Licoreras de Guatemala organised the fourth rum festival in August 2021. In...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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