

Carbonates in Guatemala

Market Direction | 2022-12-13 | 31 pages | Euromonitor

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Report description:

In 2021, The Coca-Cola Company announced global changes to its brand portfolio which impacted the Guatemalan market. Locally, the brand migrated from four formulations to just two including the original Coca-Cola and Coca Cola Sin Azucar. The latter is known globally as Coca-Cola Zero Sugar and has replaced the Coca-Cola Light and Coca-Cola Zero versions as the company standardises its brands across international markets. With these two formulations and different packaging formats that range fro...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Euromonitor International

December 2022

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