

## **Soft Drinks in Guatemala**

Market Direction | 2022-12-13 | 74 pages | Euromonitor

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### **Report description:**

Soft drinks in Guatemala continues to develop positively in 2022, sustained by consumer's fondness for carbonates and a basic need for drinkable water in the country. Guatemalans are drawn to sweet beverages and have yet to embrace reduced sugar alternatives on a mainstream level. Low-calorie and low-sugar products do not enjoy the popularity seen in other parts of the world, although some consumers are switching to RTD tea which is perceived as a healthier option. Carbonates, juices, and all su...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft Drinks 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

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reliable information resources to help drive informed strategic planning.

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Price increases may further erode brand loyalty as consumers switch

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## CATEGORY DATA

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Major dairy player launches RTD coffee

Cafe Ole remains as category leader

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## PROSPECTS AND OPPORTUNITIES

Interest in RTD coffee among Guatemalans likely to remain low

Cafe Ole will remain leader

Modern channel will dominate sales of RTD coffee

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