

Sports Drinks in Guatemala

Market Direction | 2022-12-13 | 25 pages | Euromonitor

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Report description:

Sports drinks was among the areas of the Guatemalan soft drinks market hardest hit by the outbreak of COVID-19 in 2020, with off-trade volume sales declining sharply as gyms were closed and communal sports activities cancelled for several months as part of the national effort to curb the spread of the virus. Demand rebounded strongly in 2021 as the easing of public health restrictions allowed people to begin resuming their normal sports and fitness routines. This strong recovery has continued in...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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 reliable information resources to help drive informed strategic planning.

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Competition intensifies between rivals Embotelladora Centroamericana (PepsiCo) and Coca-Cola de Guatemala

Consumer interest is growing for specialised products

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New players will support category growth

Specialist rehydration brands will continue to gain traction

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SOFT DRINKS IN GUATEMALA

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