

## **Coffee in Guatemala**

Market Direction | 2023-12-15 | 20 pages | Euromonitor

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### **Report description:**

Guatemalans are heavy coffee drinkers with this beverage being a dominant choice irrespective of social status. In addition, local coffee production is well-developed. Indeed, the microclimate present in Guatemala allows players to produce unique varieties of coffee, which has made the country a leading global producer of coffee. Coffee of Guatemalan origin is frequently recognized at international events, such as the Cup of Excellence 2022, when auctions of local coffees managed to break histor...

Euromonitor International's Coffee 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- \* Get a detailed picture of the Coffee 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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December 2023

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