

## **RTD Coffee in Guatemala**

Market Direction | 2023-12-15 | 26 pages | Euromonitor

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### **Report description:**

RTD coffee is a small, yet stable category in Guatemala which continues to witness steady retail volume growth in 2023, although there has been a slow down due to price increases. Coffee prices have risen in international markets and this has equally impacted the RTD format. The National Coffee Association (Anacafe) reported in September 2022 that prices per quintal (60 kg) had risen by 14% in 2023 compared to the previous year. On balance, RTD coffee is more expensive than RTD tea in the off-tr...

Euromonitor International's RTD 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

Why buy this report?

- \* Get a detailed picture of the RTD 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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