

## **Juice in Guatemala**

Market Direction | 2023-12-15 | 28 pages | Euromonitor

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### **Report description:**

Leading brands in the juice category continued to witness sustained growth in 2023, in retail volume terms, aided by their positioning as a healthier choice of beverage. Brands such as Del Frutal from Alimentos Maravilla SA, with their single serve tetra-packs designed for children, are endorsed by the Guatemalan Association of Paediatrics. Del Frutal is promoted as an excellent source of vitamin C, as part of its strategy to attract parents seeking juices with functional attributes. A similar s...

Euromonitor International's Juice 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.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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.

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## Table of Contents:

Juice in Guatemala  
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### List Of Contents And Tables

#### JUICE IN GUATEMALA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Juice benefits from growing demand for healthier choices  
Polarisation in packaging sizes due to the inflationary climate  
Bundling offers are developed across categories

##### PROSPECTS AND OPPORTUNITIES

Challenging environment for juices in 2024  
Development potential for plant-based juice drinks  
Niche opportunities for functional juices with local ingredients

##### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023  
Table 2 Off-trade Sales of Juice by Category: Value 2018-2023  
Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023  
Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

#### SOFT DRINKS IN GUATEMALA

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023  
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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#### SOURCES

#### Summary 1 Research Sources

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