

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.

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.

Scotts International. EU Vat number: PL 6772247784

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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

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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