

Spirits in Guatemala

Market Direction | 2024-06-25 | 25 pages | Euromonitor

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Report description:

In spite of continuing price rises, spirits in Guatemala registered moderate volume growth in 2023. One reason being that consumers of spirits are generally less price sensitive than beer consumers. Tequila (mezcal) was the best performer in terms of value growth, though aguardiente/aguardiente continued to be the most consumed spirit in Guatemala, as it is economically priced, and widely distributed across small local grocers. It is mainly consumed at home, with minimal volume sales through on-t...

Euromonitor International's Spirits 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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