

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 aguardente/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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Table of Contents:

Spirits in Guatemala
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List Of Contents And Tables

SPIRITS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate volume growth, in spite of price rises

Botran launches non-alcoholic rum

Tequila on the rise

PROSPECTS AND OPPORTUNITIES

Whiskies continues on positive growth trajectory

Growth slows for e-commerce

Industrias Licoreras de Guatemala continues to dominate

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2018-2023

Table 2 Sales of Spirits by Category: Total Value 2018-2023

Table 3 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 10 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 11 □LBN Brand Shares of Spirits: % Total Volume 2019-2023

Table 12 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 14 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN GUATEMALA

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

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Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

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