

## **Carbonates in Guatemala**

Market Direction | 2025-01-14 | 31 pages | Euromonitor

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### **Report description:**

Whilst inflation was lower in 2024 than in previous years, the cost of living and the food basket continued to rise, leading Guatemalans to opt for cost-effective formats, including larger bottles, returnable bottles and promotional packs. Consumers also switched to other categories, such as RTD tea and juice drinks. In response, carbonates manufacturers introduced more promotional packs of two and three bottles in 3-litre formats, which have become the preferred size for at-home consumption. Co...

Euromonitor International's Carbonates 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 (2020-2024), 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 2029 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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