

Other Hot Drinks in Guatemala

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Report description:

Given the pressure that Guatemalans have faced due to rising living costs in recent years and income limitations that a significant portion of the population still faces, the main flavoured powdered brands focused on promoting the affordability of their drinks in 2024. Nesquik (Nestle SA), for instance, promoted its low-cost 200g resealable stand-up pouches, which "make 15 glasses". A similar strategy was implemented by Choco Panda (Chocolates Best de Guatemala SA) with the introduction of its c...

Euromonitor International's Other Hot Drinks 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 or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks 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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Cereal-based hot drinks reinforce their positioning with more specific health claims
Incaparina maintains its lead of plant-based hot drinks in 2024, offering a broad portfolio of affordable products

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