

## **RTD Tea in Guatemala**

Market Direction | 2025-01-14 | 26 pages | Euromonitor

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### **Report description:**

In 2024, volume sales of RTD tea continued to experience steady growth. The notable rise in average temperatures witnessed in the year has led Guatemalans to continue consuming iced tea in a sustained manner. Also, younger consumers appreciate the flavour variety of RTD tea and perceive it to be a healthier alternative to carbonated drinks. To connect with younger generations of Guatemalans, the leading Lipton brand (distributed by PepsiCola Interamericana de Guatemala SA) is active with promoti...

Euromonitor International's RTD Tea 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: Carbonated RTD Tea and Kombucha, Still RTD Tea.

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

Why buy this report?

- \* Get a detailed picture of the RTD Tea 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:

RTD Tea in Guatemala  
Euromonitor International  
January 2025

### List Of Contents And Tables

#### RTD TEA IN GUATEMALA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

RTD tea appeals to younger generations of Guatemalans

RTD teas strengthen their position as an alternative to juices

Expansion of reduced sugar options

##### PROSPECTS AND OPPORTUNITIES

Digestive health concerns and the emergence of kombucha

RTD tea for children holds promising potential

Room for premium brands with differentiated claims

##### CATEGORY DATA

Table 1 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 2 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 3 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 4 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 9 Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 11 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

#### SOFT DRINKS IN GUATEMALA

##### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 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 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

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