

## **Sports Drinks in Guatemala**

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

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### **Report description:**

For the third consecutive year, sports drinks recorded double-digit growth in 2024. Sports drinks have been gaining interest amongst Guatemalans, with consumers not only associating them with rehydrating during or after sports practice, but also as pleasant tasting drinks to help them stay cool in the warm climate. Rising temperatures in recent years have been driving consumption occasions outside of sporting activities.

Euromonitor International's Sports 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, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports 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 Sports 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.

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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