

Soft Drinks in Guatemala

<https://marketpublishers.com/r/S53D97096EBEN.html>

Date: December 2023

Pages: 77

Price: US\$ 2,100.00 (Single User License)

ID: S53D97096EBEN

Abstracts

Soft drinks continues to be affected by inflationary pressures in 2023, which prices continuing to rise, but at a slower pace. This had a notable impact on shopping behaviour, with consumers more cautious about their purchases, especially those in lower income demographics. In soft drinks, consumers have been regularly seeking out discounts, promotions or multipack offers. However, even as soft drink prices continued to rise, the category has remained resilient, with retail volume sales continui...

Euromonitor International's Soft 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

Contents

Soft Drinks in Guatemala
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

SOFT DRINKS IN GUATEMALA
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume
2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume
Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth
2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume
2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth
2018-2023

Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates show resilience to inflationary climate

Consumers look for indulgence and health when buying colas

Emphasis on sustainability due to inflationary trend

PROSPECTS AND OPPORTUNITIES

Flavoured carbonated beverages affected by migration to natural alternatives

Sugar-free colas to focus on creating a superior experience rather than health claims

Industry to further diversify product range

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 42 Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 43 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 44 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 45 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 46 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 47 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 48 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 49 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 50 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 51 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 52 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

JUICE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice benefits from growing demand for healthier choices

Polarisation in packaging sizes due to the inflationary climate

Bundling offers are developed across categories

PROSPECTS AND OPPORTUNITIES

Challenging environment for juices in 2024

Development potential for plant-based juice drinks

Niche opportunities for functional juices with local ingredients

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 54 Off-trade Sales of Juice by Category: Value 2018-2023

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 59 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 62 Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 63 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 64 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for bulk water format continues to grow

Weather conditions support stronger demand for bottled water

Leading brand Salvavidas extends portfolio

PROSPECTS AND OPPORTUNITIES

Access to drinking water continues to be a societal challenge

Functional waters yet to be developed

Development of eco-friendly alternatives for low-income groups

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 66 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 74 Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 75 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth

2023-2028

Table 76 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth

2023-2028

SPORTS DRINKS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth enjoyed by sports drinks

Sports drinks used to support gastrointestinal issues

Competitive landscape remains heavily concentrated among a few brands

PROSPECTS AND OPPORTUNITIES

Sports drinks to reach new consumers with value brands

Sports drinks to evolve through reformulation and innovation

Alternative consumption occasions to boost sales volumes

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 78 Off-trade Sales of Sports Drinks: Value 2018-2023

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 86 Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 87 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 88 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

ENERGY DRINKS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks are increasingly associated with functionality

Tropical fruits and exotic flavour trend drives growth

Low priced energy drinks blur the lines with carbonated soft drinks

PROSPECTS AND OPPORTUNITIES

Alternative energy drinks emerge with natural claims

Leading brand launches energiser in non-liquid format

Use of energy drinks as mixers to be reignited in the on-trade

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 90 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 98 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 99 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 100 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder concentrates sought out as consumers economise

Immune-boosting attributes are promoted by powdered concentrates

Liquid concentrates target local tastes

PROSPECTS AND OPPORTUNITIES

New flavours to drive growth in powdered concentrates

Concentrates to drive appeal by adding functional attributes

Liquid concentrates to expand in single-serve formats

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 102 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 110 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 111 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 112 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 113 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 114 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 115 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 116 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weather conditions and a growing taste for RTD tea supports category growth

Lipton targets younger generations of Guatemalans

RTD tea expands in fast food outlets

PROSPECTS AND OPPORTUNITIES

Flavour development will be central to growth

Opportunity for niche brands that appeal to a holistic lifestyle

RTD tea for children holds promising potential

CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 118 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 126 Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 127 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth

2023-2028

Table 128 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth

2023-2028

RTD COFFEE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures impact RTD coffee

Impulse purchases begin to recover post-pandemic

Limited product offer in the retail channel

PROSPECTS AND OPPORTUNITIES

Long tradition of coffee consumption to support RTD format

Broad presence of coffee shops limits development of RTD coffee

Cold brew is an expanding niche concept

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 130 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 138 Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 139 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 140 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

I would like to order

Product name: Soft Drinks in Guatemala

Product link: <https://marketpublishers.com/r/S53D97096EBEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S53D97096EBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970