

Energy and Sports Drinks Market in Guatemala 2021

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Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. According to a report by StrategyHelix, the energy and sports drinks market in Guatemala is set to increase by US\$ 293 million during 2021-2027, growing at a CAGR of 8.9% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy and sports drinks. The Guatemala energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in Guatemala has been segmented into energy drinks, sports drinks. The energy drinks segment is estimated to account for the largest share of the energy and sports drinks market in Guatemala. By type, the energy and sports drinks market in Guatemala has been segmented into regular, sugar-free. The regular energy drinks segment held the largest revenue share in 2020. Based on distribution channel, the energy and sports drinks market in Guatemala is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The prominent players operating in the Guatemala energy and sports drinks market include PepsiCo Inc., AJE Group, The Coca-Cola Company, Fabrica De Bebidas Gaseosas Salvavidas S.A.

Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Guatemala energy and sports drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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AJE Group
The Coca-Cola Company
Fabrica De Bebidas Gaseosas Salvavidas S.A.
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