



RTD Tea in Guatemala

December 2025

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RTD Tea in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea benefits from its wellness positioning

INDUSTRY PERFORMANCE

RTD tea attracts younger, indulgence-seeking consumers

Reduced sugar RTD tea is viewed as lighter, health-oriented alternative

WHAT'S NEXT?

RTD tea will continue to gain traction as a light, wellness-focused beverage

RTD functional teas offer scope for growth

Brands to align with wellness and lifestyle experiences

COMPETITIVE LANDSCAPE

Pepsicola Interamericana leads RTD tea with Lipton

Lipton consolidates its leadership through focus on connecting with younger consumers

CHANNELS

Guatemalans continue to favour small local grocers

Discounters gain ground

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EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

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INDUSTRY PERFORMANCE

Modest growth as economic conditions improve but consumers remain price conscious

Continued strong demand for carbonates and bottled water

Rising demand for functional hydration and better-for-you options

WHAT'S NEXT?

Climate-driven hydration needs to support steady growth for soft drinks

Health and wellness trends will impact soft drinks preferences

Experiential beverages and AI-powered marketing will connect with young consumers

COMPETITIVE LANDSCAPE

Cola-Cola consolidates its lead, ahead of local challengers

Embotelladora Centroamericana leads growth through Gatorade innovation

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