



# Concentrates in Guatemala

December 2025

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## Concentrates in Guatemala - Category analysis

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#### 2025 DEVELOPMENTS

Concentrates remain affordable but face convenience challenges

#### INDUSTRY PERFORMANCE

Modest growth as convenience drives consumer preferences

Affordable powder concentrates show greatest resilience

#### WHAT'S NEXT?

Concentrates will struggle to align with modern consumer preferences

Innovation should combine functionality with affordability

Concentrates are evolving to meet demand for less sweet, lower-calorie options

#### COMPETITIVE LANDSCAPE

Leading players focus on local flavours and emerging health attributes

Affordable brands gain traction

#### CHANNELS

Small local grocers remain key but face competition from modern retail formats

Discounters gain ground in price-sensitive market

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## Soft Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

### KEY DATA FINDINGS

#### 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  
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