



**Euromonitor  
International**

# Other Hot Drinks in Guatemala

December 2025

Table of Contents

## Other Hot Drinks in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Other hot drinks face pressure from coffee and RTD offerings

#### INDUSTRY PERFORMANCE

Other hot drinks lose ground to coffee and more convenient alternatives

Flavoured powder drinks leads growth

#### WHAT'S NEXT?

Other hot drinks will be impacted by Guatemalans' growing preference for RTD beverages and a declining birth rate

Innovations balance nutritional functionality with indulgence

Sustainability and health will be key growth drivers in other plant-based hot drinks

#### COMPETITIVE LANDSCAPE

Leading brands focus on convenience and nutritional value

Choco Panda gains traction

#### CHANNELS

Small local grocers remains key channel for other hot drinks, especially affordable atole

Supermarket and hypermarket chains continue to expand

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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## Hot Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Guatemalans balance affordability with premium choices

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Positive economic conditions fuel value growth but consumers remain price sensitive

Affordability continues to shape coffee purchasing habits although premium variants gain traction

Innovation in cold, functional and origin-driven hot drinks targets younger generations

#### WHAT'S NEXT?

Coffee will see sustained demand, thanks to development of local production

Tea will benefit from wellness focus

Flavoured powder drinks will struggle to maintain relevance

## COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership through affordability-driven strategy

Walmart gains ground as value-seeking intensifies, while branded players strengthen emotional and quality-led strategies

## CHANNELS

Small local grocers continue to lead sales

Convenience stores show dynamism

Foodservice vs retail split

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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