



Soft Drinks in Guatemala

December 2025

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Soft Drinks in Guatemala

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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Discounters and convenience stores gain ground

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INDUSTRY PERFORMANCE

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Carbonated purified water gains momentum from a low base

WHAT'S NEXT?

Persistent concerns over public drinking water quality continue to drive bottled water consumption in Guatemala

Presence of microplastics is growing concern

Preventive health awareness to fuel bottled water growth

COMPETITIVE LANDSCAPE

Fábrica de Bebidas Gaseosas Salvavidas leads in bottled water, with affordability being key positioning strategy

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INDUSTRY PERFORMANCE

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Regular cola carbonates lead volume growth

WHAT'S NEXT?

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Functional carbonates could gain traction amongst health-conscious consumers

Players will expand sustainability programmes

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[Concentrates in Guatemala](#)

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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

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[Juice in Guatemala](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Juice shows minimal growth due to its high perceived sugar content
Coconut and other plant waters sees strong growth driven by health positioning

WHAT'S NEXT?

Juice will see sustained growth, supported by its affordability
Scope for expanding consumption occasions, such as on-the-go hydration
Mainstream juice brands must innovate with more specific functional claims to connect with health-conscious consumers

COMPETITIVE LANDSCAPE

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RTD Coffee in Guatemala

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RTD coffee remains niche, convenience-driven category

INDUSTRY PERFORMANCE

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Limited availability of sugar-free alternatives

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RTD coffee will face challenges in connecting with local consumers

Functional positioning could boost consumer interest

Effects of climate change could drive demand for cold drinks, including RTD coffee

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RTD tea attracts younger, indulgence-seeking consumers

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

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RTD functional teas offer scope for growth

Brands to align with wellness and lifestyle experiences

COMPETITIVE LANDSCAPE

Pepsicola Interamericana leads RTD tea with Lipton

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Functionality meets indulgence

INDUSTRY PERFORMANCE

Steadily growing demand for energy drinks

Regular energy drinks remains the preferred option

WHAT'S NEXT?

Growing availability of affordable options will democratise demand
Energy drinks can tap into growing sports nutrition trend
Growing health concerns will give rise to more natural formulations

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Monster sees dynamic growth

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[Sports Drinks in Guatemala](#)

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INDUSTRY PERFORMANCE

Sports drinks benefits from growing demand for effective hydration and functional benefits
Regular sports drinks lead growth

WHAT'S NEXT?

Active lifestyles and warmer temperatures will boost demand
Multifunctionality will be key growth driver in sports drinks
Environmental initiatives will begin to emerge

COMPETITIVE LANDSCAPE

Embotelladora Centroamericana consolidates its leadership in sports drinks
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