



**Euromonitor
International**

Soft Drinks in Guatemala

December 2025

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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

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Cola-Cola consolidates its lead, ahead of local challengers

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Regular cola carbonates lead volume growth

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[RTD Coffee in Guatemala](#)

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Energy drinks can tap into growing sports nutrition trend
Growing health concerns will give rise to more natural formulations

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