



Carbonates in Guatemala

January 2025

Table of Contents

Carbonates in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic context influences purchasing behaviour, with larger formats increasingly popular
Leading cola carbonate brands demonstrate resilience despite the rising cost of living
Value brands focus on non-cola carbonates

PROSPECTS AND OPPORTUNITIES

Shift to reduced sugar options
Rising interest in tonic water and mixers, following global consumption trends
Main carbonates players set to prioritise sustainability

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
Table 6 - Off-trade Sales of Carbonates by Category: Value 2019-2024
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024
Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024
Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029
Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

Soft Drinks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?

MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
 Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
 Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
 Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
 Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
 Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
 Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
 Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
 Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
 Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
 Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
 Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
 Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
 Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
 Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
 Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
 Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
 Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
 Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
 Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
 Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
 Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
 Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
 Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
 Table 52 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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