



Carbonates in Guatemala

December 2025

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Carbonates in Guatemala - Category analysis

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2025 DEVELOPMENTS

Carbonates remains largest category

INDUSTRY PERFORMANCE

Carbonates continues growing, driven by association with indulgence and product variety

Regular cola carbonates lead volume growth

WHAT'S NEXT?

Carbonates set for steady growth amid rising preference for larger, value-oriented formats

Functional carbonates could gain traction amongst health-conscious consumers

Players will expand sustainability programmes

COMPETITIVE LANDSCAPE

Global players seek to forge connections with new generations

Coca-Cola de Guatemala drives growth through expanded reach, affordable formats and digitalisation

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Small local grocers leads distribution

Discounters and convenience retailers gain traction

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Soft Drinks in Guatemala - Industry Overview

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
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