



Euromonitor
International

Bottled Water in Guatemala

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Bottled Water in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water remains essential for daily hydration

INDUSTRY PERFORMANCE

Bottled water sales continue to rise amid limited access to safe drinking water

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

Cola-Cola drives growth with Dasani and Seagram's

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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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