



# Bottled Water in Guatemala

December 2025

Table of Contents

## 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

#### CHANNELS

Small local grocers remains key distribution channel

Rising demand for single-serve formats drives growth of convenience stores

#### CATEGORY DATA

Table 1 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 3 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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## Soft Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

### KEY DATA FINDINGS

#### 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

## CHANNELS

Small local grocers remains core distribution channel  
Discounters and convenience stores gain ground  
Foodservice vs retail split

## MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025  
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025  
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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