



RTD Coffee in Guatemala

December 2025

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RTD Coffee in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee remains niche, convenience-driven category

INDUSTRY PERFORMANCE

RTD coffee registers weak performance, despite strong coffee culture

Limited availability of sugar-free alternatives

WHAT'S NEXT?

RTD coffee will face challenges in connecting with local consumers

Functional positioning could boost consumer interest

Effects of climate change could drive demand for cold drinks, including RTD coffee

COMPETITIVE LANDSCAPE

Sigma Alimentos leads with Café Olé brand

Cacaolat maintains resilience in a stagnant landscape

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RTD Coffee shows limited distribution beyond supermarkets

Forecourt retailers emerges as strategic point of sale

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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

COMPETITIVE LANDSCAPE

Cola-Cola consolidates its lead, ahead of local challengers

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SOURCES

Summary 1 - Research Sources

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