



Juice in Guatemala

December 2025

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Juice in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice navigates shifting perceptions amid health trends

INDUSTRY PERFORMANCE

Juice shows minimal growth due to its high perceived sugar content

Coconut and other plant waters sees strong growth driven by health positioning

WHAT'S NEXT?

Juice will see sustained growth, supported by its affordability

Scope for expanding consumption occasions, such as on-the-go hydration

Mainstream juice brands must innovate with more specific functional claims to connect with health-conscious consumers

COMPETITIVE LANDSCAPE

Alimentos Maravilla continues to lead juice amid mounting competitive pressures

Jumex and Del Valle are key growth drivers

CHANNELS

Small local grocers remains key channel for juice purchases

Convenience stores emerge as key growth channel

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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
Embotelladora Centroamericana leads growth through Gatorade innovation

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Summary 1 - Research Sources

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