



# Sports Drinks in Guatemala

December 2025

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## Sports Drinks in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sports drinks meet functional hydration needs

#### INDUSTRY PERFORMANCE

Sports drinks benefit from growing demand for effective hydration and functional benefits

Regular sports drinks lead growth

#### WHAT'S NEXT?

Active lifestyles and warmer temperatures will boost demand

Multifunctionality will be key growth driver in sports drinks

Environmental initiatives will begin to emerge

#### COMPETITIVE LANDSCAPE

Embotelladora Centroamericana consolidates its leadership in sports drinks

Gatorade adapts to lifestyle preferences with targeted offerings

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Small local grocers are key points for impulse purchases

Discounters and convenience stores lead growth while e-commerce remains niche

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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  
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Summary 1 - Research Sources

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