



Euromonitor  
International

# Sports Drinks in Guatemala

December 2025

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#### 2025 DEVELOPMENTS

Sports drinks meet functional hydration needs

#### INDUSTRY PERFORMANCE

Sports drinks benefits 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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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

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