

Wine in Guatemala

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine players focused on expanding the wine market
Promotions spike during certain seasons as wine appreciation grows
Polarisation seen in wine

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Wine expected to continue expanding
Still red wine will continue as the preferred choice
Distribution expected to expand as interest in wine grows

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Alcoholic Drinks in Guatemala - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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