Euromonitor International

# Concentrates in Guatemala

December 2025

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## Concentrates in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates remain affordable but face convenience challenges

INDUSTRY PERFORMANCE

Modest growth as convenience drives consumer preferences
Affordable powder concentrates show greatest resilience

WHAT'S NEXT?

Concentrates will struggle to align with modern consumer preferences
Innovation should combine functionality with affordability
Concentrates are evolving to meet demand for less sweet, lower-calorie options

COMPETITIVE LANDSCAPE

Leading players focus on local flavours and emerging health attributes
Affordable brands gain traction

CHANNELS

Small local grocers remain key but face competition from modern retail formats
Discounters gain ground in price-sensitive market
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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
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Small local grocers remains core distribution channel
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