



Euromonitor
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Soft Drinks in Guatemala

December 2025

Table of Contents

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

Discounters and convenience stores gain ground

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 18 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 19 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 20 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 21 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 22 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 25 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 26 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 27 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 28 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 30 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 31 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 32 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Bottled Water in Guatemala](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water remains essential for daily hydration

INDUSTRY PERFORMANCE

Bottled water sales continue to rise amid limited access to safe drinking water

Carbonated purified water gains momentum from a low base

WHAT'S NEXT?

Persistent concerns over public drinking water quality continue to drive bottled water consumption in Guatemala

Presence of microplastics is growing concern

Preventive health awareness to fuel bottled water growth

COMPETITIVE LANDSCAPE

Fábrica de Bebidas Gaseosas Salvavidas leads in bottled water, with affordability being key positioning strategy

Cola-Cola drives growth with Dasani and Seagram's

CHANNELS

Small local grocers remains key distribution channel

Rising demand for single-serve formats drives growth of convenience stores

CATEGORY DATA

Table 33 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 34 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 35 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 36 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 39 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 40 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 41 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 42 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 43 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

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[Carbonates in Guatemala](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Carbonates remains largest category

INDUSTRY PERFORMANCE

Carbonates continues growing, driven by association with indulgence and product variety

Regular cola carbonates lead volume growth

WHAT'S NEXT?

Carbonates set for steady growth amid rising preference for larger, value-oriented formats

Functional carbonates could gain traction amongst health-conscious consumers

Players will expand sustainability programmes

COMPETITIVE LANDSCAPE

Global players seek to forge connections with new generations

Coca-Cola de Guatemala drives growth through expanded reach, affordable formats and digitalisation

CHANNELS

Small local grocers leads distribution

Discounters and convenience retailers gain traction

CATEGORY DATA

Table 45 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 46 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 47 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 48 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 49 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 50 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 51 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 52 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 53 - Sales of Carbonates by Total Fountain On-trade: Volume 2020-2025

Table 54 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2020-2025

Table 55 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 56 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 57 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 58 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 59 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 60 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 61 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 62 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 63 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2025-2030

Table 64 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2025-2030

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[Concentrates in Guatemala](#)

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
Concentrates Conversions
Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025
Table 66 - Off-trade Sales of Concentrates by Category: Value 2020-2025
Table 67 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025
Table 68 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025
Table 69 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025
Table 70 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025
Table 71 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025
Table 72 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025
Table 73 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025
Table 74 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025
Table 75 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025
Table 76 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025
Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030
Table 78 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030
Table 79 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030
Table 80 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Guatemala](#)

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

CATEGORY DATA

Table 81 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 82 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 83 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 84 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 85 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 86 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 87 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 88 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 89 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 90 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 91 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 92 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Guatemala](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee remains niche, convenience-driven category

INDUSTRY PERFORMANCE

RTD coffee registers weak performance, despite strong coffee culture

Limited availability of sugar-free alternatives

WHAT'S NEXT?

RTD coffee will face challenges in connecting with local consumers

Functional positioning could boost consumer interest

Effects of climate change could drive demand for cold drinks, including RTD coffee

COMPETITIVE LANDSCAPE

Sigma Alimentos leads with Café Olé brand

Cacaolat maintains resilience in a stagnant landscape

CHANNELS

RTD Coffee shows limited distribution beyond supermarkets

Forecourt retailers emerges as strategic point of sale

CATEGORY DATA

Table 93 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 94 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 95 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 96 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 97 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 98 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 99 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 100 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 101 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 102 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 103 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 104 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

RTD Tea in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea benefits from its wellness positioning

INDUSTRY PERFORMANCE

RTD tea attracts younger, indulgence-seeking consumers

Reduced sugar RTD tea is viewed as lighter, health-oriented alternative

WHAT'S NEXT?

RTD tea will continue to gain traction as a light, wellness-focused beverage

RTD functional teas offer scope for growth

Brands to align with wellness and lifestyle experiences

COMPETITIVE LANDSCAPE

Pepsicola Interamericana leads RTD tea with Lipton

Lipton consolidates its leadership through focus on connecting with younger consumers

CHANNELS

Guatemalans continue to favour small local grocers

Discounters gain ground

CATEGORY DATA

Table 105 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 106 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 107 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 108 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 109 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 110 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 111 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 112 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 113 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 114 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 115 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 116 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Energy Drinks in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Functionality meets indulgence

INDUSTRY PERFORMANCE

Steadily growing demand for energy drinks

Regular energy drinks remains the preferred option

WHAT'S NEXT?

Growing availability of affordable options will democratise demand
Energy drinks can tap into growing sports nutrition trend
Growing health concerns will give rise to more natural formulations

COMPETITIVE LANDSCAPE

Alimentos Maravilla leads energy drinks with Raptor
Monster sees dynamic growth

CHANNELS

Small local grocers is key to democratisation of energy drink consumption
Convenience retailers is fastest-growing channel

CATEGORY DATA

Table 117 - Off-trade Sales of Energy Drinks: Volume 2020-2025
Table 118 - Off-trade Sales of Energy Drinks: Value 2020-2025
Table 119 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025
Table 120 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025
Table 121 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025
Table 122 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025
Table 123 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025
Table 124 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025
Table 125 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030
Table 126 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030
Table 127 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030
Table 128 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Guatemala](#)

KEY DATA FINDINGS

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

CHANNELS

Small local grocers are key points for impulse purchases
Discounters and convenience stores lead growth while e-commerce remains niche

CATEGORY DATA

Table 129 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 130 - Off-trade Sales of Sports Drinks: Value 2020-2025
Table 131 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025
Table 132 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025
Table 133 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025
Table 134 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025
Table 135 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025
Table 136 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025
Table 137 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030
Table 138 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030
Table 139 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030
Table 140 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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