

# Carbonates in Guatemala

December 2023

Table of Contents

## Carbonates in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carbonates show resilience to inflationary climate  
Consumers look for indulgence and health when buying colas  
Emphasis on sustainability due to inflationary trend

#### PROSPECTS AND OPPORTUNITIES

Flavoured carbonated beverages affected by migration to natural alternatives  
Sugar-free colas to focus on creating a superior experience rather than health claims  
Industry to further diversify product range

#### CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023  
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023  
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023  
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023  
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023  
Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023  
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023  
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023  
Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023  
Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023  
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023  
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023  
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023  
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028  
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028  
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028  
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028  
Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028  
Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

## Soft Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

#### MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022  
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022  
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 52 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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