



Euromonitor
International

Energy Drinks in Guatemala

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Energy Drinks in Guatemala - Category analysis

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

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Small local grocers is key to democratisation of energy drink consumption

Convenience retailers is fastest-growing channel

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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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Discounters and convenience stores gain ground

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