

Rtds in Guatemala

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cervecería Centroamericana provides a boost to sales of RTDs with new Karma brand
Hard seltzers looking to appeal to consumers of RTDs with a “better for you” positioning
Spirit-based RTDs dominating sales

PROSPECTS AND OPPORTUNITIES

RTDs becoming trendy with growth set to be backed by new product development
Democratisation of spirit-based RTDs expected to support strong growth
Young adults key to the growth of RTDs

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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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