

Rtds in Guatemala

June 2022

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Rtds in Guatemala - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strong recovery in 2021
Successful domestic players engaged in product launches and marketing campaigns
Jury is out on potential success of hard seltzer

PROSPECTS AND OPPORTUNITIES

Growth slows over forecast period
Spirit-based RTDs will drive sales
Potential headwinds could dampen volume growth

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Alcoholic Drinks in Guatemala - Industry Overview

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Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

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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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Contraband/parallel trade
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DISCLAIMER

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