

# Beer in Guatemala

June 2024

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## Beer in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Moderate volume growth in 2023  
Continued growth of low-alcohol offerings  
Significant hikes in packaging costs leads to price rises

#### PROSPECTS AND OPPORTUNITIES

Craft beer an emerging segment  
Imported premium beers gain value share  
Small local grocers remain a priority for beer players

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