

# Cider/Perry in Guatemala

June 2024

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## Cider/Perry in Guatemala - Category analysis

### 2023 DEVELOPMENTS

Cider/perry remains a negligible presence in Guatemala  
Recent launch of Fun Wine, with a “better for you” positioning  
Awareness remains low

### PROSPECTS AND OPPORTUNITIES

Limited growth projected for cider/perry  
Cider/perry faces serious competition from RTDs

## Alcoholic Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

### TAXATION AND DUTY LEVIES

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Contraband/parallel trade  
Duty free  
Cross-border/private imports

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Outlook

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