

Rtds in Guatemala

June 2024

Table of Contents

Rtds in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuing healthy volume growth
Affordability and convenience of RTDs widens consumer base
Marketing targeted at younger consumers

PROSPECTS AND OPPORTUNITIES

Players look to increase volume sales though on-trade
RTDs serve as initial introduction for younger consumers to spirits
Further offerings reflecting local tastes

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2018-2023
Table 2 - Sales of RTDs by Category: Total Value 2018-2023
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 10 - NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2019-2023
Table 12 - Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 13 - Forecast Sales of RTDs by Category: Total Value 2023-2028
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

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

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

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

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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