



**Euromonitor
International**

Tea in Guatemala

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Tea in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea benefits from health and wellness focus

INDUSTRY PERFORMANCE

Consumers increasingly embrace tea for health and wellbeing benefits

Green and herbal teas drive growth

WHAT'S NEXT?

Scope to build consumption habits amongst younger generations

Functional innovations will drive wellness-oriented consumption

Local tea production will expand with wellness-focused offerings

COMPETITIVE LANDSCAPE

Tea players seek to broaden consumption beyond health-driven occasions

Lipton gains momentum

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Modern retail expands while driving innovation

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Hot Drinks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Guatemalans balance affordability with premium choices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive economic conditions fuel value growth but consumers remain price sensitive

Affordability continues to shape coffee purchasing habits although premium variants gain traction

Innovation in cold, functional and origin-driven hot drinks targets younger generations

WHAT'S NEXT?

Coffee will see sustained demand, thanks to development of local production

Tea will benefit from wellness focus

Flavoured powder drinks will struggle to maintain relevance

COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership through affordability-driven strategy

Walmart gains ground as value-seeking intensifies, while branded players strengthen emotional and quality-led strategies

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