



Euromonitor
International

Concentrates in Guatemala

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates remain affordable but face convenience challenges

INDUSTRY PERFORMANCE

Modest growth as convenience drives consumer preferences
Affordable powder concentrates show greatest resilience

WHAT'S NEXT?

Concentrates will struggle to align with modern consumer preferences
Innovation should combine functionality with affordability
Concentrates are evolving to meet demand for less sweet, lower-calorie options

COMPETITIVE LANDSCAPE

Leading players focus on local flavours and emerging health attributes
Affordable brands gain traction

CHANNELS

Small local grocers remain key but face competition from modern retail formats
Discounters gain ground in price-sensitive market
Concentrates Conversions
Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

- Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025
- Table 2 - Off-trade Sales of Concentrates by Category: Value 2020-2025
- Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025
- Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025
- Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025
- Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025
- Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025
- Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025
- Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025
- Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025
- Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025
- Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030
- Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030
- Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030
- Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest growth as economic conditions improve but consumers remain price conscious

Continued strong demand for carbonates and bottled water
Rising demand for functional hydration and better-for-you options

WHAT'S NEXT?

Climate-driven hydration needs to support steady growth for soft drinks
Health and wellness trends will impact soft drinks preferences
Experiential beverages and AI-powered marketing will connect with young consumers

COMPETITIVE LANDSCAPE

Cola-Cola consolidates its lead, ahead of local challengers
Embotelladora Centroamericana leads growth through Gatorade innovation

CHANNELS

Small local grocers remains core distribution channel
Discounters and convenience stores gain ground
Foodservice vs retail split

MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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