



Euromonitor
International

Other Hot Drinks in Guatemala

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Other Hot Drinks in Guatemala - Category analysis

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2025 DEVELOPMENTS

Other hot drinks face pressure from coffee and RTD offerings

INDUSTRY PERFORMANCE

Other hot drinks lose ground to coffee and more convenient alternatives

Flavoured powder drinks leads growth

WHAT'S NEXT?

Other hot drinks will be impacted by Guatemalans' growing preference for RTD beverages and a declining birth rate

Innovations balance nutritional functionality with indulgence

Sustainability and health will be key growth drivers in other plant-based hot drinks

COMPETITIVE LANDSCAPE

Leading brands focus on convenience and nutritional value

Choco Panda gains traction

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Supermarket and hypermarket chains continue to expand

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Hot Drinks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Guatemalans balance affordability with premium choices

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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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