



**Euromonitor  
International**

# Juice in Guatemala

December 2025

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### 2025 DEVELOPMENTS

Juice navigates shifting perceptions amid health trends

### INDUSTRY PERFORMANCE

Juice shows minimal growth due to its high perceived sugar content

Coconut and other plant waters sees strong growth driven by health positioning

### WHAT'S NEXT?

Juice will see sustained growth, supported by its affordability

Scope for expanding consumption occasions, such as on-the-go hydration

Mainstream juice brands must innovate with more specific functional claims to connect with health-conscious consumers

### COMPETITIVE LANDSCAPE

Alimentos Maravilla continues to lead juice amid mounting competitive pressures

Jumex and Del Valle are key growth drivers

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Small local grocers remains key channel for juice purchases

Convenience stores emerge as key growth channel

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[Soft Drinks in Guatemala - Industry Overview](#)

## 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

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/juice-in-guatemala/report](http://www.euromonitor.com/juice-in-guatemala/report).