



Euromonitor
International

Sports Drinks in Guatemala

December 2025

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[Sports Drinks in Guatemala - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks meet functional hydration needs

INDUSTRY PERFORMANCE

Sports drinks benefits from growing demand for effective hydration and functional benefits

Regular sports drinks lead growth

WHAT'S NEXT?

Active lifestyles and warmer temperatures will boost demand

Multifunctionality will be key growth driver in sports drinks

Environmental initiatives will begin to emerge

COMPETITIVE LANDSCAPE

Embotelladora Centroamericana consolidates its leadership in sports drinks

Gatorade adapts to lifestyle preferences with targeted offerings

CHANNELS

Small local grocers are key points for impulse purchases

Discounters and convenience stores lead growth while e-commerce remains niche

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EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

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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

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Summary 1 - Research Sources

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