



Euromonitor
International

Soft Drinks in Honduras

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EXECUTIVE SUMMARY

Modest growth of soft drinks sales as disposable incomes remain constrained

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional beverages and growing health awareness drive growth of premium brands

Channel fragmentation requires retail agility

Innovation has become faster, riskier, and more culturally embedded

WHAT'S NEXT?

Climate change benefits categories that provide the most refreshment including bottled water and carbonates

Sustained forecast period growth of sports drinks while juice sales leverage on health attributes

Better-for-you variants grow in popularity and availability across more soft drinks categories

COMPETITIVE LANDSCAPE

Cervecería Hondureña SA de CV retains its outright lead thanks to the global renown of the Coca-Cola brand

Embotelladora La Reyna SA achieves the strongest growth

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Small local grocers retains its outright lead though modern grocers increase their position in the distribution of soft drinks in the country

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COUNTRY REPORTS DISCLAIMER

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key data findings

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Price-sensitive consumers seek out products on promotion

WHAT'S NEXT?

Consumers make healthier choices as the health and wellness trend gathers momentum over the forecast period

Industry players increasingly promote their sustainability initiatives in the production of carbonates

Non-cola carbonates faces a number of challenges over the forecast period

COMPETITIVE LANDSCAPE

Cervecería Hondureña SA de CV retains its outright lead in carbonates thanks to the global renown of the Coca-Cola brand

Embotelladora de Sula SA records the fastest growth in 2025 with the Pepsi brand

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competitive landscape

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Industry players extend the variety of flavours available and provide low cost packaging options

Concentrates suffers from the necessity to mix with water, especially given the poor quality of municipal water

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key data findings

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Despite increased availability through a wider variety of retail channels and larger pack sizes, demand remains concentrated among key consumer groups

Industry players introduce further segmentation to widen the consumer base
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Unilever retains its outright lead with the globally renowned Lipton brand

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Small local grocers remains by far the leading channel

Strong growth of retail e-commerce from a low base

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Expansion of coffee shops dampens retail sales of RTD coffee

Niche offerings yet to make an appearance in Honduras

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Limited number of players in a category characterised by a lack of innovation

Espresso Americano is present with locally produced RTD coffee

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