



Hot Drinks in Guatemala

December 2023

Table of Contents

Hot Drinks in Guatemala

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 4 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong coffee culture among Guatemalans

Price volatility reduces availability of local brands

Nescafé ramps up value offerings for price sensitive consumer base

PROSPECTS AND OPPORTUNITIES

Local coffee initiatives to support category growth

Premiumisation trend to gain momentum among local brands

Instant coffee brands aim to improve quality perception

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 - Retail Sales of Coffee by Category: Value 2018-2023

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 - NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Tea in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tea consumption loses momentum post-pandemic

Tea brands tap into the health and wellness trend

Specialized tea shops develop their own artisan blends

PROSPECTS AND OPPORTUNITIES

Black teas face growing competition from fruit and herbal teas

Growing number of tea products that support mental wellbeing

Younger generations driving shift towards iced tea

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2018-2023

Table 37 - Retail Sales of Tea by Category: Value 2018-2023

Table 38 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 39 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 40 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 41 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 42 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 43 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Other Hot Drinks in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Out of home lifestyles reduce demand for other hot drinks

Consumers prioritise more essential goods in inflationary period

Incaparina adds new line with healthier credentials

PROSPECTS AND OPPORTUNITIES

Indulgence to remain driving force in flavoured powder drinks

Brands to offer more niche products in the coming years

Chocolate flavoured powder drinks to widen health claims

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-guatemala/report.