



# Concentrates in Guatemala

December 2023

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## Concentrates in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Powder concentrates sought out as consumers economise  
Immune-boosting attributes are promoted by powdered concentrates  
Liquid concentrates target local tastes

#### PROSPECTS AND OPPORTUNITIES

New flavours to drive growth in powdered concentrates  
Concentrates to drive appeal by adding functional attributes  
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