



# Beer in Guatemala

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Beer sees continuation of positive growth trend, despite its maturity  
Cerveceria Centroamericana SA remains leading and most dynamic player  
Distribution landscape remains stable, with small local grocers leading off-trade sales

### PROSPECTS AND OPPORTUNITIES

Continued growth expected, with premium brands having significant potential  
Non alcoholic beer to receive a boost from launch of new brands  
Craft beer, although remaining niche, will see sustained growth

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Advertising  
Smoking ban  
Opening hours

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