



Euromonitor  
International

# Spirits in Guatemala

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits sales continue to rise, led by aguardiente and growing interest in tequila  
Industrias Licoreras de Guatemala SA continues to dominate the spirits market  
Small grocers retailers the most important channel for spirits

PROSPECTS AND OPPORTUNITIES

English gin to lead growth, but aguardiente will remain dominant  
Industrias Licoreras de Guatemala will continue to dominate the market  
Health-conscious consumers drive demand for lower-alcohol spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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Alcoholic Drinks in Guatemala - Industry Overview

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Retail developments  
On-trade vs off-trade split  
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Legislation  
Legal purchasing age and legal drinking age

Drink driving  
Advertising  
Smoking ban  
Opening hours

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