



Euromonitor
International

Wine in Guatemala

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sales stabilise after period of buoyant growth
Competitive landscape is characterised by large network of importers
Off-trade channel, especially supermarkets, continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Guatemala's wine market poised for steady growth driven by rising demand for white wine and expanded retail presence
Wine-related events and tastings could drive sales amongst higher-income consumers
Premium offerings see further expansion as consumers become more knowledgeable about wine options

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Alcoholic Drinks in Guatemala - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
Duty free
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