



Euromonitor
International

Alcoholic Drinks in Guatemala

June 2025

Table of Contents

EXECUTIVE SUMMARY

- 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

OPERATING ENVIRONMENT

- Contraband/parallel trade
- Duty free
- Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

- Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

- Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
- Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
- Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
- Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
- Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2024
- Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024
- Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024
- Table 9 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024
- Table 10 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
- Table 11 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
- Table 12 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
- Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
- Table 14 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
- Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
- Table 16 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

CATEGORY BACKGROUND

Lager price band methodology
Summary 2 - Lager by Price Band 2024

CATEGORY DATA

Table 17 - Sales of Beer by Category: Total Volume 2019-2024
Table 18 - Sales of Beer by Category: Total Value 2019-2024
Table 19 - Sales of Beer by Category: % Total Volume Growth 2019-2024
Table 20 - Sales of Beer by Category: % Total Value Growth 2019-2024
Table 21 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
Table 22 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
Table 23 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 24 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
Table 25 - Sales of Beer by Craft vs Standard 2019-2024
Table 26 - GBO Company Shares of Beer: % Total Volume 2020-2024
Table 27 - NBO Company Shares of Beer: % Total Volume 2020-2024
Table 28 - LBN Brand Shares of Beer: % Total Volume 2021-2024
Table 29 - Forecast Sales of Beer by Category: Total Volume 2024-2029
Table 30 - Forecast Sales of Beer by Category: Total Value 2024-2029
Table 31 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
Table 32 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Cider/Perry in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry remains smallest category of alcoholic drinks market
Vinicola Centroamericana continues as leading player
Cider/perry has limited presence in on-trade channel

PROSPECTS AND OPPORTUNITIES

Development will hinge on strong marketing and promotional investment
Artisanal producers are gaining visibility
Zapote cider offers growth potential

CATEGORY DATA

Table 33 - Sales of Cider/Perry: Total Volume 2019-2024
Table 34 - Sales of Cider/Perry: Total Value 2019-2024
Table 35 - Sales of Cider/Perry: % Total Volume Growth 2019-2024
Table 36 - Sales of Cider/Perry: % Total Value Growth 2019-2024
Table 37 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

Table 38 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024

Table 39 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 40 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024

Table 41 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 42 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 43 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024

Table 44 - Forecast Sales of Cider/Perry: Total Volume 2024-2029

Table 45 - Forecast Sales of Cider/Perry: Total Value 2024-2029

Table 46 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029

Table 47 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

[Rtds in Guatemala](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits based RTDs gain popularity amongst young adult consumers

Industrias Licoreras de Guatemala SA dominates sales

Sales remain highly focused on off-trade channel

PROSPECTS AND OPPORTUNITIES

RTDs will continue to grow, driven by spirit-based varieties

On-trade channel offers scope for development

Diverse flavours and influencer campaigns to fuel growth among young consumers

CATEGORY DATA

Table 48 - Sales of RTDs by Category: Total Volume 2019-2024

Table 49 - Sales of RTDs by Category: Total Value 2019-2024

Table 50 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 51 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 52 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 53 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 54 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 55 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 56 - GBO Company Shares of RTDs: % Total Volume 2020-2024

Table 57 - NBO Company Shares of RTDs: % Total Volume 2020-2024

Table 58 - LBN Brand Shares of RTDs: % Total Volume 2021-2024

Table 59 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 60 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 61 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 62 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

[Spirits in Guatemala](#)

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

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 3 - Benchmark Brands 2024

CATEGORY DATA

Table 63 - Sales of Spirits by Category: Total Volume 2019-2024

Table 64 - Sales of Spirits by Category: Total Value 2019-2024

Table 65 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 66 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 67 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024

Table 68 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024

Table 69 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 70 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 71 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024

Table 72 - Sales of White Rum by Price Platform: % Total Volume 2019-2024

Table 73 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024

Table 74 - Sales of English Gin by Price Platform: % Total Volume 2019-2024

Table 75 - Sales of Vodka by Price Platform: % Total Volume 2019-2024

Table 76 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024

Table 77 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 78 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 79 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 80 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 81 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 82 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 83 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Wine in Guatemala

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

CATEGORY DATA

Table 84 - Sales of Wine by Category: Total Volume 2019-2024

Table 85 - Sales of Wine by Category: Total Value 2019-2024

Table 86 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 87 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 88 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 89 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 90 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 91 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 92 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 93 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 94 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 95 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 96 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 97 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 98 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 99 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 100 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 101 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 102 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 103 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 104 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 105 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 106 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 107 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 108 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 109 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 110 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 111 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 112 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 113 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 114 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

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/alcoholic-drinks-in-guatemala/report.