



# RTD Coffee in Guatemala

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- RTD coffee impacted by the strong cultural preference for hot coffee
- Limited product offer in the retail channel
- Broad presence of coffee shops limits development of RTD coffee

PROSPECTS AND OPPORTUNITIES

- Local brands seek to carve out a space in RTD coffee
- Cold brew is an expanding niche concept
- Introduction of products with functional properties and nutritional benefits

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 2 - Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

Soft Drinks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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