

Cider/Perry in Guatemala

June 2025

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Cider/Perry in Guatemala - Category analysis

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2024 DEVELOPMENTS

Cider/perry remains smallest category of alcoholic drinks market

Vinícola Centroamericana continues as leading player

Cider/perry has limited presence in on-trade channel

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Development will hinge on strong marketing and promotional investment

Artisanal producers are gaining visibility

Zapote cider offers growth potential

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Alcoholic Drinks in Guatemala - Industry Overview

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On-trade vs off-trade split

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Legal purchasing age and legal drinking age

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Advertising

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