



# Rtds in Guatemala

June 2025

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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

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Alcoholic Drinks in Guatemala - Industry Overview

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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  
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