

Carbonates in Guatemala

December 2023

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Carbonates in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates show resilience to inflationary climate
Consumers look for indulgence and health when buying colas
Emphasis on sustainability due to inflationary trend

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Flavoured carbonated beverages affected by migration to natural alternatives Sugar-free colas to focus on creating a superior experience rather than health claims Industry to further diversify product range

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