

# Wine in Guatemala

June 2024

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## Wine in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Buoyant volume growth in 2023  
Competitive landscape highly fragmented  
Specialist wine shops popular, though losing volume share to supermarkets

#### PROSPECTS AND OPPORTUNITIES

Further modest volume growth over forecast period  
Spanish wines make gains and organic emerging segment  
Importers look to widen distribution

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## Alcoholic Drinks in Guatemala - Industry Overview

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Retailing developments  
On-trade vs off-trade split  
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Drink driving  
Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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