

# RTD Coffee in Guatemala

December 2023

Table of Contents

## RTD Coffee in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures impact RTD coffee

Impulse purchases begin to recover post-pandemic

Limited product offer in the retail channel

#### PROSPECTS AND OPPORTUNITIES

Long tradition of coffee consumption to support RTD format

Broad presence of coffee shops limits development of RTD coffee

Cold brew is an expanding niche concept

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

## Soft Drinks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 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 2018-2023

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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