

Cider/Perry in Guatemala

June 2024

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Cider/Perry in Guatemala - Category analysis

2023 DEVELOPMENTS

Cider/perry remains a negligible presence in Guatemala
Recent launch of Fun Wine, with a “better for you” positioning
Awareness remains low

PROSPECTS AND OPPORTUNITIES

Limited growth projected for cider/perry
Cider/perry faces serious competition from RTDs

Alcoholic Drinks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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