

# Rtds in Guatemala

June 2024

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## Rtds in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continuing healthy volume growth  
Affordability and convenience of RTDs widens consumer base  
Marketing targeted at younger consumers

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Players look to increase volume sales though on-trade  
RTDs serve as initial introduction for younger consumers to spirits  
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Retailing developments  
On-trade vs off-trade split  
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Drink driving  
Advertising  
Smoking ban  
Opening hours  
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