



Euromonitor
International

Beer in Guatemala

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer sees continuation of positive growth trend, despite its maturity
Cerveceria Centroamericana SA remains leading and most dynamic player
Distribution landscape remains stable, with small local grocers leading off-trade sales

PROSPECTS AND OPPORTUNITIES

Continued growth expected, with premium brands having significant potential
Non alcoholic beer to receive a boost from launch of new brands
Craft beer, although remaining niche, will see sustained growth

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Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours

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DISCLAIMER

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