



Euromonitor
International

Bottled Water in Guatemala

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water remains essential for daily hydration

INDUSTRY PERFORMANCE

Bottled water sales continue to rise amid limited access to safe drinking water
Carbonated purified water gains momentum from a low base

WHAT'S NEXT?

Persistent concerns over public drinking water quality continue to drive bottled water consumption in Guatemala
Presence of microplastics is growing concern
Preventive health awareness to fuel bottled water growth

COMPETITIVE LANDSCAPE

Fábrica de Bebidas Gaseosas Salvavidas leads in bottled water, with affordability being key positioning strategy
Cola-Cola drives growth with Dasani and Seagram's

CHANNELS

Small local grocers remains key distribution channel
Rising demand for single-serve formats drives growth of convenience stores

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EXECUTIVE SUMMARY

Affordability continues to drive soft drinks preferences

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest growth as economic conditions improve but consumers remain price conscious
Continued strong demand for carbonates and bottled water
Rising demand for functional hydration and better-for-you options

WHAT'S NEXT?

Climate-driven hydration needs to support steady growth for soft drinks
Health and wellness trends will impact soft drinks preferences

Experiential beverages and AI-powered marketing will connect with young consumers

COMPETITIVE LANDSCAPE

Cola-Cola consolidates its lead, ahead of local challengers

Embotelladora Centroamericana leads growth through Gatorade innovation

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SOURCES

Summary 1 - Research Sources

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