



Euromonitor
International

Alcoholic Drinks in Guatemala

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DISCLAIMER

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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
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Off-trade channel, especially supermarkets, continue to dominate sales

PROSPECTS AND OPPORTUNITIES

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