Euromonitor International

Alcoholic Drinks 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

CATEGORY BACKGROUND

Lager price band methodology
Summary 2 - Lager by Price Band 2024

CATEGORY DATA

Cider/Perry in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry remains smallest category of alcoholic drinks market
Vinícola Centroamericana continues as leading player
Cider/perry has limited presence in on-trade channel

PROSPECTS AND OPPORTUNITIES

Development will hinge on strong marketing and promotional investment
Artisanal producers are gaining visibility
Zapote cider offers growth potential

CATEGORY DATA

Rtds in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits based RTDs gain popularity amongst young adult consumers
Industrias Licoreras de Guatemala SA dominates sales
Sales remain highly focused on off-trade channel

PROSPECTS AND OPPORTUNITIES

RTDs will continue to grow, driven by spirit-based varieties
On-trade channel offers scope for development
Diverse flavours and influencer campaigns to fuel growth among young consumers

CATEGORY DATA

Spirits in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits sales continue to rise, led by aguardiente and growing interest in tequila
Industrias Licoreras de Guatemala SA continues to dominate the spirits market
Small grocers retailers the most important channel for spirits

PROSPECTS AND OPPORTUNITIES

English gin to lead growth, but aguardiente will remain dominant
Industrias Licoreras de Guatemala will continue to dominate the market

Health-conscious consumers drive demand for lower-alcohol spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

CATEGORY DATA

Wine in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sales stabilise after period of buoyant growth
Competitive landscape is characterised by large network of importers
Off-trade channel, especially supermarkets, continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Guatemala's wine market poised for steady growth driven by rising demand for white wine and expanded retail presence
Wine-related events and tastings could drive sales amongst higher-income consumers
Premium offerings see further expansion as consumers become more knowledgeable about wine options

CATEGORY DATA

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