



Euromonitor
International

Rtds in Guatemala

June 2025

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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

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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

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Alcoholic Drinks in Guatemala - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

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

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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Cross-border/private imports

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DISCLAIMER

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