



Beer in Guatemala

June 2024

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Beer in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate volume growth in 2023
Continued growth of low-alcohol offerings
Significant hikes in packaging costs leads to price rises

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Craft beer an emerging segment
Imported premium beers gain value share
Small local grocers remain a priority for beer players

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Alcoholic Drinks in Guatemala - Industry Overview

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DISCLAIMER

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