



Wine in Guatemala

June 2024

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Wine in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant volume growth in 2023
Competitive landscape highly fragmented
Specialist wine shops popular, though losing volume share to supermarkets

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Further modest volume growth over forecast period
Spanish wines make gains and organic emerging segment
Importers look to widen distribution

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Alcoholic Drinks in Guatemala - Industry Overview

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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
On-trade establishments

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