



MANUAL DE USO



Passport



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Rafael Landívar

Identidad Jesuita en Guatemala

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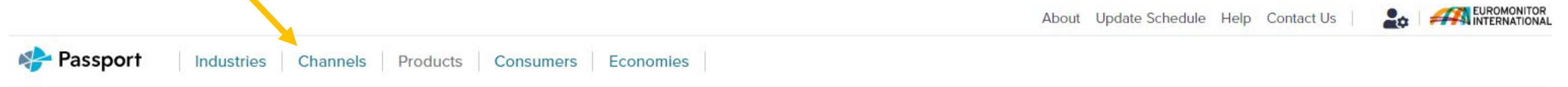
RED DE BIBLIOTECAS

Centro de recursos para el aprendizaje y la investigación



Tipos de búsqueda

Cuatro macro secciones de búsqueda



Motor de búsqueda básica: para realizar búsquedas por términos de interés.



Búsqueda por categoría



Resultados

Resultados por cuadros estadísticos

You searched for: technology

STATISTICS | ANALYSIS | DASHBOARDS

REFINE YOUR SEARCH

- GEOGRAPHIES
- CATEGORIES AND TOPICS
- COMPANIES
- BRANDS

COMPANY SHARES

Share of sales and actual sales by company in a time series by standard data types.

- Third-Party Delivery - Foodservice E-Commerce Mexico
- Third-Party Delivery - Foodservice E-Commerce Chile
- Computers and Peripherals Brazil
- E-Vapour Products Costa Rica
- Consumer Electronics North America
- E-Vapour Products Canada
- Computers and Peripherals Canada
- E-Vapour Products Chile
- E-Vapour Products Peru
- E-Vapour Products Latin America

VIEW FULL DATA SET

BRAND SHARES

Share of sales and actual sales by brand in a time series by standard data types.

- E-Vapour Products Guatemala
- E-Vapour Products Canada
- Retail Tissue and Hygiene Brazil
- E-Vapour Products Costa Rica
- Tissue and Hygiene Brazil
- Retail Adult Incontinence Brazil
- E-Vapour Products Chile
- E-Vapour Products Latin America
- Retail Hygiene Brazil

Resultado por tableros

Resultado por informes

Resultados Cuadros Estadísticos

Opciones para modificar unidades de medida.

Botones de configuración: personalización para el usuario, descarga, favoritos, entre otros

Historical Category Definitions | Region Definitions | Calculation Variables

CONVERT DATA + CHANGE DATA TYPES Σ GROUP SUM 2018 2023 APPLY CHANGE STATS TYPE MODIFY SEARCH +

Stats Type	Geography	Category	Data Type	Unit	2018	2019	2020	2021	2022	2023
■ ■ ■ ▼ ili	Chile	Carbonates	Off-trade Volume	million litres	2,056.3	2,213.3	2,224.3	2,535.3	2,497.9	2,633.3
■ ■ ■ ▼ ili	Colombia	Carbonates	Off-trade Volume	million litres	2,252.1	2,309.8	2,158.6	2,373.5	2,717.5	3,000.1
■ ■ ■ ▼ ili	Costa Rica	Carbonates	Off-trade Volume	million litres	231.8	233.9	231.9	225.4	236.1	242.2
■ ■ ■ ▼ ili	Guatemala	Carbonates	Off-trade Volume	million litres	1,055.9	1,101.1	1,154.3	1,254.6	1,343.9	1,395.3

Research Sources:
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Resultados en hoja electrónica

Resultados Informes

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Carbonates in Guatemala
COUNTRY REPORT | DEC 2022

ANALYSIS | DATAGRAPHICS | CONTEXT | DOWNLOAD | RELATED

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KEY DATA FINDINGS

- Off-trade volume sales rise by 2% in 2022 to 1.2 billion litres
- Cola carbonates is the best performing category in 2022, with off-trade volume sales growing by 2% to 954 million litres
- Coca-Cola de Guatemala SA is the leading player in 2022, with an off-trade volume share of 45%
- Off-trade volume sales are set to rise at a CAGR of 5% over the forecast period to 1.6 billion litres

2022 DEVELOPMENTS

The Coca-Cola Company simplifies brand portfolio and bolsters distribution

In 2021, The Coca-Cola Company announced global changes to its brand portfolio which impacted the Guatemalan market. Locally, the brand migrated from four formulations to just two including the original Coca-Cola and Coca-Cola Sin Azúcar. The latter is known globally as Coca-Cola Zero Sugar and has replaced the Coca-Cola Light and Coca-Cola Zero versions as the company standardises its brands across international markets. With these two formulations and different packaging formats that range from small, single-serve on-the-go formats to larger, family-size bottles for sharing, the global player continues to lead the carbonates category in Guatemala.

Coca-Cola de Guatemala SA launched a new distribution facility in 2021, built to enhance distribution in the west of the country which represents 12% of company's sales. There has been a notable focus on expanding distribution by Coca-Cola de Guatemala and Pepsicola Interamericana de Guatemala SA in recent years. Both of these players have

Market Sizes

Sales of Carbonates

Off-trade Volume - million litres - 2008-2027

1,209

Year	Off-trade Volume (million litres)
2008	~750
2009	~800
2010	~850
2011	~900
2012	~950
2013	~950
2014	~950
2015	~950
2016	~1000
2017	~1050
2018	~1100
2019	~1150
2020	~1200
2021	~1250
2022	1,209
2023	~1350
2024	~1450
2025	~1550
2026	~1650
2027	~1750

Forecast

2008 2022 2027

0 500 1,000 1,500 2,000

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Botones de configuración: guardar y traducir

Detalle de informe

Cuadros que se ajustan a las preferencias y necesidades del usuario