



Euromonitor
International

Sugar Confectionery in Guatemala

July 2025

Table of Contents

Sugar Confectionery in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Children's birthday parties drive sales
Colombina SA leads sugar confectionery
Small local grocers offer a variety of sugar confectionery products

PROSPECTS AND OPPORTUNITIES

Rising interest in international products
Social media will become increasingly important for advertising
Better-for-you products are expected as health and wellness grows

CATEGORY DATA

Table 1 - Sales of Sugar Confectionery by Category: Volume 2020-2025
Table 2 - Sales of Sugar Confectionery by Category: Value 2020-2025
Table 3 - Sales of Sugar Confectionery by Category: % Volume Growth 2020-2025
Table 4 - Sales of Sugar Confectionery by Category: % Value Growth 2020-2025
Table 5 - Sales of Chewy Candies by Type: % Value 2020-2025
Table 6 - NBO Company Shares of Sugar Confectionery: % Value 2021-2025
Table 7 - LBN Brand Shares of Sugar Confectionery: % Value 2022-2025
Table 8 - Distribution of Sugar Confectionery by Format: % Value 2020-2025
Table 9 - Forecast Sales of Sugar Confectionery by Category: Volume 2025-2030
Table 10 - Forecast Sales of Sugar Confectionery by Category: Value 2025-2030
Table 11 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2025-2030

Snacks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025
Table 14 - Sales of Snacks by Category: Value 2020-2025
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Snacks by Format: % Value 2020-2025
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sugar-confectionery-in-guatemala/report.