



Euromonitor
International

Baked Goods in Guatemala

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Baked Goods in Guatemala - Category analysis

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2025 DEVELOPMENTS

Artisanal channel continues to dominate

INDUSTRY PERFORMANCE

Tortillas continue to account for most value sales

Cakes and pastries register highest value growth

WHAT'S NEXT

Stable growth over forecast period

Growing focus on offerings with a healthier positioning, as well as sustainability

Private label makes gains

COMPETITIVE LANDSCAPE

Bimbo continues to have commanding lead

Artisanal channel combined dominates

CHANNELS

Food specialists, including tortillerías and panaderías, dominate

Supermarkets and e-commerce make gains

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EXECUTIVE SUMMARY

Stable growth, supported by continuing population growth

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INDUSTRY PERFORMANCE

Players adapt to high price sensitivity

Less mature segments register higher value growth

Rising health consciousness influencing product development

WHAT'S NEXT?

Stable outlook over forecast period

Growing demand for healthier options

Increasing interest in ethnic cuisines

COMPETITIVE LANDSCAPE

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