



Savoury Snacks in Guatemala

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong international influence on flavours in 2025
Grupo Nutresa SA leads, with its Pozuelo brand holding strong nostalgic value
Small local grocers offer consumers convenient, quick access to savoury snacks

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Versatility, affordability, and wide flavour variety of savoury snacks ensure their continued popularity
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DISCLAIMER

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