



**Euromonitor
International**

Edible Oils in Guatemala

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthier options increasingly popular

INDUSTRY PERFORMANCE

Retailers and brands strategically promote larger pack sizes and bulk formats

Rising consumer interest in healthier and more premium cooking options

WHAT'S NEXT?

Growing interest in premium and speciality cooking oils among higher-income consumers

Expanding demand for healthier oils

Growth of private label as consumers look to control food expenses without compromising on quantity

COMPETITIVE LANDSCAPE

Alimentos Ideal SA leads with a wide distribution reach

Rising popularity of olive oil drives growth of Centro Distribuidor SA and Cia Distribuidora Codisa SA

CHANNELS

Leading position of small local grocers supported by their extensive national footprint

Supermarkets, discounters, and e-commerce platforms steadily gaining share

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Cooking Ingredients and Meals in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Inflation eases but pricing remains key factor

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INDUSTRY PERFORMANCE

Rising health consciousness shapes purchasing decisions

Changing consumer preferences

WHAT'S NEXT?

Growing focus on variety and flavour innovation

Rising demand for convenient products that offer both flavour and nutritional value

COMPETITIVE LANDSCAPE

CHANNELS

Small local grocers lead, benefiting from an extensive national reach

Modern retailers appeal to shoppers who value wider product variety, convenience and competitive pricing

E-commerce gains traction

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