



Cooking Ingredients and Meals in Guatemala

November 2025

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Cooking Ingredients and Meals in Guatemala

EXECUTIVE SUMMARY

Inflation eases but pricing remains key factor

KEY DATA FINDINGS

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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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 Cía Distribuidora Codisa SA

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

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Further decline as price-sensitive consumers carefully manage their budgets

Growth of shelf stable ready meals supported by lower prices

WHAT'S NEXT?

Value growth driven by rising demand among higher-income consumers for more premium and diverse meal options

Growing interest in clean label products

PriceSmart supports trial and uptake

COMPETITIVE LANDSCAPE

Nestlé leads, focusing product development on local consumer preferences

Private label continues to gain ground

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Expansion of modern retailers and e-commerce

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking boosts demand for many products

INDUSTRY PERFORMANCE

Growth supported by more home cooking and improved product availability

Rising demand for convenient, time-saving cooking solutions

WHAT'S NEXT?

Sauces, dips and condiments perceived as essential cooking aids

Health-conscious consumers place greater emphasis on natural ingredients

Stand-up pouches broaden consumption occasions and improve product accessibility

COMPETITIVE LANDSCAPE

Longstanding presence, widespread distribution and innovation ensure Malher SA retains its lead

Smaller brands have an opportunity to stand out by offering more distinctive options

CHANNELS

Small local grocers appeal to consumers with limited budgets

Discounters and supermarkets continue to capture share

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening range of flavours and formats boosts interest

INDUSTRY PERFORMANCE

Growth supported by an expanding variety of flavours, packaging formats
Price surges fuel value growth of chocolate spreads

WHAT'S NEXT?

Steady growth supported by expanding flavour variety, packaging innovation and broad consumer appeal
Reduced-sugar formulations increasingly important in marmalade
Innovation could expand honey's appeal

COMPETITIVE LANDSCAPE

Envasadora de Alimentos y Conservas SA's Ana Belly brand enjoys strong brand recognition across income groups
Nutella benefits from its positioning as a premium yet accessible indulgence

CHANNELS

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