



Euromonitor
International

Staple Foods in Guatemala

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Staple Foods in Guatemala

EXECUTIVE SUMMARY

Stable growth, supported by continuing population growth

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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

Local players have significant foothold, though multinationals also have a presence

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Cakes and pastries register highest value growth

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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

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WHAT'S NEXT?

Continuing growth, though rising commodity prices may dampen volume sales

Increasing focus on healthier offerings

Packaging key tool to drive sales

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E-commerce gains most value share

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