



Euromonitor
International

Staple Foods in Honduras

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EXECUTIVE SUMMARY

Threats to remittances reduce spending while higher income demographics increasingly focus on health and wellness choices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value sales rise in 2025 though consumer spending slows due to economic uncertainty

Growing trends are towards international indulgences as well as functional and natural products, especially those that offer convenience

Recovery in and growth of tourism in Honduras boosts sales of staples

WHAT'S NEXT?

Staples shaped by traditional eating habits, poverty as well as a desire for new taste experiences among wealthier demographics

Poverty and lack of refrigeration in consumer homes favour smaller pack sizes, while rising obesity rates cause concern

Growing health awareness boosts interest in staples that promote wellbeing

COMPETITIVE LANDSCAPE

After artisanal products, Grupo Bimbo SAB de CV is the leading player in staples

Grupo Bimbo SAB de CV registers strong growth

CHANNELS

Small local grocers remains the most favoured channel for sales of staples

Retail e-commerce records strong growth from a low base

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COUNTRY REPORTS DISCLAIMER

BAKED GOODS

Key Data Findings

2025 Developments

Consumers search for low prices and traditional products remain popular

Industry Performance

Bread and cakes are the most popular baked goods in Honduras

Increasing segmentation in packaged baked goods

What's Next?

Wider availability and number of varieties grow over the forecast period

Health and wellness-seeking consumers pay increasing attention to ingredients lists

Expansion of private label packaged traditional baked goods

COMPETITIVE LANDSCAPE

Artisanal baked goods remain highly popular as multiple bakeries sell these products

New products and a regional production plant enable Bimbo to achieve strong growth

CHANNELS

Multiple Channels retail baked goods, the leading once being small local grocers and food/drink/tobacco specialists

Retail e-commerce achieves strong growth from a low base

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BREAKFAST CEREALS

Key Data Findings

2025 Developments

Breakfast cereals faces competition from other categories

Industry Performance

Amid falling sales consumption remains concentrated among wealthier demographics

Breakfast cereals are generally consumed at breakfast or as a snack with the category seeing the launch of healthier variants

What's Next?

Breakfast cereals continues to face challenges in attracting growth

Simpler ingredients broaden the scope of better-for-you options

Potential growth opportunities for breakfast cereals through the launch of smaller sized convenient pack sizes that facilitate snacking options

COMPETITIVE LANDSCAPE

Cereal Partners Worldwide SA retains a strong lead in breakfast cereals

Dromeinter registers the strongest growth thanks to the popularity of Kellogg's

CHANNELS

Small local grocers leads sales of breakfast cereals

Retail e-commerce registers strong growth

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Key Data Findings

2025 Developments

Processed animal protein grows in importance

Industry Performance

While processed meat can be expensive for many people, shelf stable tuna is more widely consumed

Substitutes to meat remains a niche category

What's Next?

Private label offerings continue to develop over the forecast period

Plant-based protein products remain niche, but could grow driven by higher income consumers in the search of health and wellness

Consumers increasingly seek out products that enable time savings

COMPETITIVE LANDSCAPE

FCF Co Ltd leads sales in processed meat, seafood and alternatives

FCF attains the strongest growth as consumers appreciate the quality of its brand

CHANNELS

Supermarkets is the main retail channel for processed meat, seafood, and alternatives

Strong growth of retail e-commerce from a low base

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Key Data Findings

2025 Developments

Canned vegetables are common only among consumers prioritising time efficiency, as fresh fruit and vegetables are widely available and inexpensive

Industry Performance

A strong preference for fresh produce dampens demand for processed fruit and vegetables

High prices of processed fruit and vegetables make these products inaccessible to many especially given the abundance of fresh alternatives

What's Next?

Consumers opt for processed fruit and vegetables when fresh varieties are not present locally

Fresh produce is often considered to be better when seeking health and wellness, limiting category growth

Private label expansion likely over the forecast period

COMPETITIVE LANDSCAPE

Unilever Group leads in the market

Grupo Jaremar SA de CV registers the strongest growth

CHANNELS

Supermarkets is the most popular distribution channel for processed fruit and vegetables

Retail e-commerce registers significant growth from a low base

Category Data

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Key Data Findings

2025 Developments

Rice remains important in the daily diets of hondurans, while pasta and noodles become more common

Industry Performance

Given the popularity of unpackaged rice, packaged rice producers employ segmentation strategies to boost sales

Packaged products appeal to wealthier demographics while pasta and noodles suffer from a lack of traditional consumption

What's Next?

Private label offer widens over the forecast period

Organic products grow in popularity as the available range widens

Greater variety of imported pasta options are launched over the forecast period

Competitive Landscape

Arroz y Derivados SA maintains its lead in rice, pasta and noodles

Strong growth for Roma Prince SA present in pasta with its Roma brand

Channels

Small local grocers remains the most important distribution channel for rice, pasta and noodles

Growing penetration of retail e-commerce as consumers appreciate its convenience

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