

Snacks in Guatemala

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Report description:

After a challenging year in 2020, due to the exigencies of Coronavirus (COVID-19), snacks witnessed more positive trends in Guatemala in 2021 and 2022. Snacks players have been highly dynamic, launching new products and promotions to attract and engage with consumers. In general, they have focused on stabilising impulse categories and adapting to changing consumer needs and consumption habits, such as with on-the-go and family pack formats.

Euromonitor International's Snacks in Guatemala report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Snacks in Guatemala
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List Of Contents And Tables

SNACKS IN GUATEMALA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Revival of impulse purchases and social gatherings boost chocolate confectionery

Brand expansions through higher cocoa and reduced sugar content products

M&M's benefits from investment while there are new challengers to look out for

PROSPECTS AND OPPORTUNITIES

Visibility and innovation to remain key strategies for growth

Modern grocery channel is the focus for value growth potential

Artisanal players to continue to focus on exports

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

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Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022
Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum still short of full recovery

Trident benefits from highly active digital media promotions

Leading brands benefit from low sugar presentations

PROSPECTS AND OPPORTUNITIES

Changing consumer habits to slow gum's recovery

Investment to retain Trident's leading position

Traditional grocery channel to win over consumers with smaller and cheaper pack sizes

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022
Table 26 Sales of Gum by Category: Value 2017-2022
Table 27 Sales of Gum by Category: % Volume Growth 2017-2022
Table 28 Sales of Gum by Category: % Value Growth 2017-2022
Table 29 NBO Company Shares of Gum: % Value 2018-2022
Table 30 LBN Brand Shares of Gum: % Value 2019-2022
Table 31 Distribution of Gum by Format: % Value 2017-2022
Table 32 Forecast Sales of Gum by Category: Volume 2022-2027
Table 33 Forecast Sales of Gum by Category: Value 2022-2027
Table 34 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027
Table 35 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sugar confectionery remains dependent on children's festivities

Communications for Colombina shift outside sugar confectionery

Stagnant mints offer slows recovery

PROSPECTS AND OPPORTUNITIES

Health concerns set to limit growth potential

Low margin products are less attractive for intensive distribution strategies

Pastilles, gummies, jellies and chews to ride a wider offer and greater shelf space to post the highest retail volume and value

CAGRs

CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2022
Table 36 Sales of Sugar Confectionery by Category: Volume 2017-2022
Table 37 Sales of Sugar Confectionery by Category: Value 2017-2022
Table 38 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022
Table 39 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022
Table 40 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

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Table 41 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 42 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 43 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 44 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 45 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks benefit from indulgence or healthier snacking perceptions and discounts

CMI Alimentos innovates to catch the eye of young generations

Tosh to the fore of shift to healthier sweet biscuits

PROSPECTS AND OPPORTUNITIES

Sweet biscuits players set to target key young audience to secure a bright outlook

New entrants likely to add dynamism to developing snack bars and fruit snacks

Sweet biscuits retains room for growth in the traditional grocery channel

CATEGORY DATA

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 53 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 54 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 55 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 56 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 57 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 58 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 59 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 60 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 61 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 62 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 63 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 64 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong company activity helps to accelerate full recovery of impulse ice cream

Take-home ice cream portfolios expand in line with growing demand

Leading brands aggressively compete for share of stomach

PROSPECTS AND OPPORTUNITIES

Branding investments set to stimulate ice cream sales

"Hometainment" and sharing to remain visible drivers of take-home ice cream sales

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Novelties and new players to add dynamism too ice cream

CATEGORY DATA

Table 68 Sales of Ice Cream by Category: Volume 2017-2022

Table 69 Sales of Ice Cream by Category: Value 2017-2022

Table 70 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 71 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 72 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 73 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 74 Distribution of Ice Cream by Format: % Value 2017-2022

Table 75 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 76 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 77 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 78 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth potential stimulates company investment in savoury snacks

Major salty snacks players increase pack volumes to satisfy consumers and grow margins

Loyal consumers push Diana's comeback, while wider distribution supports Barcel and Yummies

PROSPECTS AND OPPORTUNITIES

Fuller resumption of impulse purchases and robust at-home consumption to stimulate healthy retail sales growth in savoury snacks

Healthy snacking trend to boost the demand for nuts, seeds and trail mixes

Snacking to remain an indulgence-driven consumption habit

CATEGORY DATA

Table 79 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 80 Sales of Savoury Snacks by Category: Value 2017-2022

Table 81 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 82 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 83 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 84 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 85 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 86 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 87 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 88 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 89 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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