

## **Baby Food in Guatemala**

Market Direction | 2022-09-28 | 18 pages | Euromonitor

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### **Report description:**

Consumers are opting for healthier baby products including those with less or no added sugar as well as organic variants or those made with real ingredients, which are expanding in prepared baby food and dried baby food. There is a growing segment of the population who are more health aware and willing to pay more for healthier baby food products, such as Nestle Guatemala's Gerber Organic. Modern retailers are devoting more shelf space to such products to align with this premiumisation trend dri...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- \* Get a detailed picture of the Baby Food 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.

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