

## **Butter and Spreads in Guatemala**

Market Direction | 2022-09-28 | 16 pages | Euromonitor

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### **Report description:**

Margarine is set to continue to lead the overall category in retail volume terms, mainly due to economic factors. Butter is scarcely produced locally and is thus a more expensive option for Guatemalans. Most importantly, margarines do not need refrigeration. This is significant as only around 49.9% of Guatemalan households own a refrigerator. Margarine and spreads brands such as Mirasol are actively engaging with consumers on digital media channels such as Facebook introducing new recipes ideas...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- \* Get a detailed picture of the Butter and Spreads 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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