

**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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## Table of Contents:

Butter and Spreads in Guatemala

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### List Of Contents And Tables

#### BUTTER AND SPREADS IN GUATEMALA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Margarine leads butter and spreads category

Solid sales performance for butter despite higher price point

Cooking fats takes the lead in current value growth

##### PROSPECTS AND OPPORTUNITIES

Margarine and spreads to see strongest value growth in forecast period

Butter will develop at steady pace in coming years

Small local brands start selling Ghee

##### CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 2 Sales of Butter and Spreads by Category: Value 2017-2022

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 7 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

#### DAIRY PRODUCTS AND ALTERNATIVES IN GUATEMALA

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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##### SOURCES

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## Summary 1 Research Sources

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