

Sweet Spreads in Guatemala

Market Direction | 2022-11-30 | 17 pages | Euromonitor

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Report description:

In Guatemala, the consumption of honey has grown because more locals are looking to support emerging entrepreneurs with organic honey. Such artisanal brands of honey are promoting themselves at weekend markets, or near the main shopping malls in urban areas. As such, local honey and nut and seed-based spreads have been expanding across the past five years, with players also using social media, at wellness stores and at selected modern premium outlets to sell. In addition, new brands of honey hav...

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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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