

Coffee in Guatemala

Market Direction | 2022-12-08 | 20 pages | Euromonitor

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Report description:

Fresh ground coffee pods is expected to be the fastest developing coffee category in retail volume growth terms in 2022. While this is partly because sales are emerging from a low base, it has also benefited as more Guatemalans have returned to their usual places of work, as office environments account for a significant share of pod coffee machine usage in the country. The fact that fresh ground coffee pods has recently seen the entry of new players offering more affordable products and a wider...

Euromonitor International's Coffee in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Nestle expected to enjoy further success

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