

## **Ice Cream in Guatemala**

Market Direction | 2022-07-22 | 20 pages | Euromonitor

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### **Report description:**

Ice cream's most important category, impulse ice cream, was significantly impacted by the outbreak and exigencies of the Coronavirus (COVID-19) pandemic. The lack of consumer mobility in 2020 saw retail volume sales of impulse ice cream decrease. While take-home ice cream absorbed some lost sales as consumers shifted to at-home consumption, it could not compensate fully, and overall retail volume sales fell.

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

### **Why buy this report?**

- \* Get a detailed picture of the Ice Cream 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.

## Table of Contents:

Ice Cream in Guatemala  
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### List Of Contents And Tables

#### ICE CREAM IN GUATEMALA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Strong company activity helps to accelerate full recovery of impulse ice cream

Take-home ice cream portfolios expand in line with growing demand

Leading brands aggressively compete for share of stomach

##### PROSPECTS AND OPPORTUNITIES

Branding investments set to stimulate ice cream sales

"Hometainment" and sharing to remain visible drivers of take-home ice cream sales

Novelties and new players to add dynamism too ice cream

##### CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 6 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 7 Distribution of Ice Cream by Format: % Value 2017-2022

Table 8 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 9 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 10 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

#### SNACKS IN GUATEMALA

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Snacks by Format: % Value 2017-2022

Table 20 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 Forecast Sales of Snacks by Category: Value 2022-2027

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Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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