

Meals and Soups in Guatemala

Market Direction | 2022-11-30 | 18 pages | Euromonitor

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Report description:

Dry soup is the most consumed product in meals and soups, and Nestle leads the market with its brands Maggi and Mahler. Price and flavour remained the main reasons behind consumer purchasing decisions in soup in 2022. While soup benefits from prices accessible to all social classes, the price per kg sometimes ranges from one brand to another, intensifying the competitive landscape. However, Maggi tends to be the cheapest option in soup. Premium brands are mainly imported, such as Campbell's shel...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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reliable information resources to help drive informed strategic planning.

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Limited household ownership of fridges and freezers leads to strong growth

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