

## **Plant-Based Dairy in Guatemala**

Market Direction | 2022-09-01 | 16 pages | Euromonitor

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### **Report description:**

Vegan brand Violife launched in Guatemala in 2022 although distribution is focused on premium outlets in cities. Nevertheless, a wide range of offerings are available including grated, sliced, and spreadable cheese presentations. The launch of this premium brand arrived without major advertising support, but it is the first vegan cheese brand with a wide portfolio to be launched in Guatemala. Manufacturers will be closely following the brands performance to see how consumers adapt to the brand.

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based Dairy 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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#### **SOURCES**

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