

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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Table of Contents:

Plant-Based Dairy in Guatemala
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List Of Contents And Tables

PLANT-BASED DAIRY IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Violife vegan cheese launches into the country

Plant-based beverages with a wider position at modern channel

Private labels enters plant-based dairy category

PROSPECTS AND OPPORTUNITIES

Vegan cheese alternatives will slowly expand

Almond drinks will continue to lead in plant-based categories

Inflation may slow down plant-based trend

CATEGORY DATA

Table 1 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 2 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 3 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 4 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 6 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 7 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 8 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 9 Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 10 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

DAIRY PRODUCTS AND ALTERNATIVES IN GUATEMALA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Penetration of Private Label by Category: % Value 2017-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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