

Ice Cream in Guatemala

Market Direction | 2024-07-16 | 19 pages | Euromonitor

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Report description:

Retail volume and current value growth rates for ice cream in Guatemala in 2024 look set to be weaker than those recorded the previous year. The slowdown is mainly explained by the ending of the El Nino phenomenon, which brought higher than usual temperatures and reduced rainfall levels in 2023, and the beginning of the La Nina cycle, which is characterised by an extended period of cooler and wetter weather. Demand has remained fairly resilient on the whole, however, as elevated temperatures res...

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 2019-2023, 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 2028, 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.

Scotts International. EU Vat number: PL 6772247784

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

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ICE CREAM IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand slows as El Nino phenomenon ends and La Nina cycle begins
Vanilla still the most popular choice as flavour diversification continues
Interest in health and wellness options remains low

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Multiple factors expected to boost take-home ice cream consumption
Innovation will continue to be mainly geared towards indulgence
Clean label products best placed to tap into rising health-consciousness

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