

Sweet Biscuits, Snack Bars and Fruit Snacks in Guatemala

Market Direction | 2024-07-16 | 25 pages | Euromonitor

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Report description:

Companies across sweet biscuits, snack bars and fruit snacks in Guatemala have continued to update their portfolios in 2024 to meeting the growing demand for indulgent options among consumers. Domestic and international manufacturers alike have introduced more flavourful products containing higher quality ingredients, with major global players being among the most active in this respect. For instance, Kellogg de Centroamerica SA recently expanded its Kellogg's Komplete snack bars range via the a...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks 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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Growing demand for more indulgent snack options shapes innovation

Products catering to specific dietary needs perform positively

Interest in healthier alternatives remains strong

PROSPECTS AND OPPORTUNITIES

Enduring price-sensitivity should enable cheaper local brands to gain ground

Producers will draw inspiration from other categories when launching new flavours

Varieties with added functional ingredients set to become more widely available

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