

Butter and Spreads in Guatemala

Market Direction | 2024-08-20 | 15 pages | Euromonitor

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Report description:

The picture is expected to be positive for butter and spreads in Guatemala in 2024. Margarine still leads in terms of volume and value sales, followed by cooking fat and then butter. Cooking fat is expected to register the highest value and volume growth, largely due to its affordability. Butter is mainly bought by higher-income consumers and there are numerous brands available in modern grocery retailers. Brands include global offerings such as President and Anchor, with more discerning consume...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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BUTTER AND SPREADS IN GUATEMALA

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