

Drinking Milk Products in Guatemala

Market Direction | 2024-08-20 | 18 pages | Euromonitor

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Report description:

Drinking milk is expected to register healthy current value and volume growth in Guatemala in 2024. With consumers being price sensitive, both powder milk and shelf stable milk are much more popular than fresh milk. Also, given the importance of the traditional channel within the Guatemalan retail landscape, an advantage of powder milk is it does not have the same cold chain and storage requirements as fresh drinking milk, or even shelf stable milk, as local neighbourhood stores do not always ha...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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:

Drinking Milk Products in Guatemala
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List Of Contents And Tables

DRINKING MILK PRODUCTS IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk powder still accounts for significant volume sales

Increasing fortified options

Large focus on targeting children

PROSPECTS AND OPPORTUNITIES

Drinking milk products face some competition from plant-based milk over the forecast period

More focused strategies to appeal to children

More flavour innovation within flavoured milk

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 2 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 7 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 8 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 9 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 10 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN GUATEMALA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 16 Penetration of Private Label by Category: % Value 2019-2024

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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