

Meals and Soups in Guatemala

Market Direction | 2024-10-30 | 17 pages | Euromonitor

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Report description:

Higher-income consumers in Guatemala, particularly those with access to home freezers, are increasingly seeking frozen meals that offer international flavours in 2024. These consumers enjoy exploring new cuisines, often choosing imported products to experience American and Asian dishes within the convenience of their own homes. A variety of international options are available, such as McCain French fries paired with craft beer, Yaesta Pupusas, TGI Friday's cream cheese-stuffed jalapenos, and PF...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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