

Baked Goods in Guatemala

Market Direction | 2024-11-26 | 20 pages | Euromonitor

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Report description:

Overall, baked goods in Guatemala are expected to register moderate volume growth, as continuing population growth supports volume sales. However, there is expected to a marginal fall in constant value sales, as high costs continue to hit profitability. Unpackaged wheat and corn tortillas continue to account for most value sales, though pita bread and in particular packaged pita breads is seeing significant growth, from both local and imported brands. Pita bread is popular with higher income con...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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