

Bakery in Guatemala

<https://marketpublishers.com/r/BD51CF29888EN.html>

Date: September 2010

Pages: 66

Price: US\$ 990.00 (Single User License)

ID: BD51CF29888EN

Abstracts

With current value sales set to increase by 4% to total GTQ9.5 billion in 2010, baked goods is the most important sector in the packaged foods market in Guatemala. Bread represents an essential item in most Guatemalan households, where it is considered a staple for the average daily diet. The wide availability of this product is partially possible thanks to the existence of many artisanal bakeries spread all throughout the country.

Euromonitor International's Baked Goods in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Bread, Cakes, Hot Cereals, Pastries, RTE Cereals, Savoury Biscuits and Crackers, 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 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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