

Meals and Soups in Guatemala

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Abstracts

In 2023, meals and soups witnessed a moderate lift in retail volume sales as consumption of dry soups increased. Standard brands, including Maggi, Malher and Knorr, continue to characterise soup in 2023 with similar products, flavours and unit prices. Price differentials between the brands are almost zero; therefore, consumers tend to guide their purchasing decisions in terms of flavour preference. Premium brands are mainly imported, such as Campbell's shelf stable soup, which caters to a high-i...

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 2018-2022, 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 directly informs our forecasts to 2027, 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.

Euromonitor International has over 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Meals and Soups in Guatemala

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November 2023

List Of Contents And Tables

MEALS AND SOUPS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales gain momentum in meals and soups

Nestlé SA emphasizes nutritional content on pack

Tacos consumption drives sales of frozen meals

PROSPECTS AND OPPORTUNITIES

Nestlé SA will continue to innovate to deliver quality and affordability

Taco culture to drive growth in ready meals

Frozen and chilled products to expand in ready meals

CATEGORY DATA

Table 1 Sales of Meals and Soups by Category: Volume 2018-2023

Table 2 Sales of Meals and Soups by Category: Value 2018-2023

Table 3 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 4 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 6 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 7 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 8 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 9 Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 10 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN GUATEMALA

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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