

# Modern Grocery Retailers in Guatemala

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## Abstracts

At the outbreak of the COVID-19 pandemic the government established various measures in an attempt to curb the spread of the virus. Consequently, convenience stores and forecourt retailers were negatively impacted by the pandemic as most consumers stayed at home during much of 2020. Indeed, many consumers had little reason for convenience purchases as they bought their groceries in a single trip with few little side trips. Furthermore, according to industry sources many consumers rather shopped...

Euromonitor International's Modern Grocery Retailers in Guatemala report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Convenience Stores, Discounters, Forecourt Retailers, Hypermarkets, Supermarkets.

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

## Why buy this report?

Get a detailed picture of the Modern Grocery Retailers 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.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Convenience stores and forecourt retailers see healthy sales in 2021 contrary to the low sales of 2020

Discounters benefit from pandemic in 2021, due to consumers' price sensitivity

Hypermarkets and supermarkets enable e-commerce capabilities to accelerate business growth in 2021

#### PROSPECTS AND OPPORTUNITIES

Geographical expansion set to boost sales of convenience and forecourt retailers during the forecast period

Guatemalans likely to shop more at discounters during the forecast period, due to lower prices

Supermarkets and hypermarkets set to boost sales growth in the forecast period, thanks to a variety of strategies

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