

Processed Meat and Seafood in Guatemala

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Abstracts

In 2020, processed meat and seafood is expected to post stronger current value and retail volume growth than was seen in the previous year. From March until May 2020, there was a shortage of fresh meat in Guatemala due to COVID-19 restrictions, mainly due to the closure of weekend markets. Since processed meat and seafood is one of the only substitutes available, especially in cities, growth in demand and current value sales is anticipated as a result. Furthermore, the closure of restaurants and...

Euromonitor International's Processed Meat and Seafood 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Meat Substitutes, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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

2020 IMPACT

Processed meat and seafood benefits from the closure of weekend markets, where its fresh counterparts are sold, for several months in 2020

Ease of preparation and longer shelf life drives demand for processed meat and seafood in 2020

Local brands continue to dominate, with Embutidos Bremen SA set to remain the leading player in 2020

RECOVERY AND OPPORTUNITIES

Slowdown expected in 2021, but convenience of processed meat and seafood is set to support strong growth in the rest of the forecast period

Anticipated strong growth of processed seafood supported by rising health and wellness awareness

Promotional activities will become increasingly digitalised in the forecast period

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