

# Snacks in Guatemala

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## Abstracts

Snacks in Guatemala is poised to show a modestly improved performance in current value growth terms in 2024, while retail volume growth looks set to be unchanged on the robust rate recorded the previous year. Together with favourable demographic factors, the strength of traditional consumption habits has helped to ensure demand has remained buoyant and reasonably resilient in all categories. Additionally, although still elevated, inflation has receded considerably from the highs witnessed during...

Euromonitor International's Snacks 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 directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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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Higher-end products offering greater indulgence continue to gain popularity

Hot chocolate preparation and inbound tourism remain key demand drivers in tablets

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Products catering to specific dietary needs perform positively

Interest in healthier alternatives remains strong

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