

Guatemala: Melons and Watermelons Industry

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Abstracts

This report presents a comprehensive overview of the melons and watermelons industry in Guatemala and a forecast for its development in the next five years. It provides a detailed analysis of the industry, its dynamics, structure, characteristics, main players, growth and demand drivers, etc. This is the most detailed and comprehensive report about the melons and watermelons industry in Guatemala currently available!

The purpose of the report is to describe the state of the melons and watermelons industry in Guatemala, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the industry in the medium term. In addition, the report presents an elaborate analysis of the main industry participants, the price fluctuations, growth and demand drivers of the industry and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy?s methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from industry experts (representatives of the main industry participants), gathered by semi-structured interviews.

The report on the melons and watermelons industry in Guatemala includes:

Analysis and forecast for the economy of South and Central America;

Analysis and forecast for the agricultural industry in South and Central America;

Analysis and forecast for development of the industry volume (industry size), value and dynamics;

industry breakdown (by origin, by product types/end use segments, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main industry participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Profiles of the main companies, producing melons and watermelons in Guatemala;

Harvest area and yield;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the industry development (industry growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the industry;

Forecast for the industry development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the industry;

Track industry data, including size, value, segmentation, forecasts, dynamics and structure ? past, present and future;

See the exact usage of melons and watermelons in Guatemala by main end use segments and product groups in the last five years and a forecast for its development in the medium term;

Find out the most promising products and markets within the industry (by end use);

Strategically assess the competitive position of each of the main domestic producers;

Track and identify key industry trends, opportunities and threats and key drivers behind recent industry changes;

Strategically assess industry growth potential, demand drivers and restraints on the industry;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the industry performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the industry (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the industry is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and industry development, consumption and supply functions with useful industry insights;

Build your investment strategy by assessing industry attractiveness or company attractiveness;

Build your own industry entry or industry expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

This is the most comprehensive report covering the melons and watermelons industry in Guatemala currently available! We also offer similar reports, covering every other global country, region and the world as an overall and offer special terms for bundle purchases. So, if you are interested in the melons and watermelons industry in Guatemala, this research report will provide you with invaluable analysis of the industry, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

Contents

1. INTRODUCTION

- 1.1. Report description
- 1.2. Research methodology

2. EXECUTIVE SUMMARY

3. CHARACTERISTICS OF MELONS AND WATERMELONS

4. STATE OF THE ECONOMY OF SOUTH AND CENTRAL AMERICA

- 4.1. Characteristics of the economy of South and Central America in the last 5 years
- 4.2. Forecast for the development of the economy of South and Central America for the next 3 years

5. STATE OF THE AGRICULTURAL INDUSTRY IN SOUTH AND CENTRAL AMERICA

- 5.1. Characteristics of the agricultural industry in South and Central America in the last 5 years
- 5.2. Forecast for the development of the agricultural industry in South and Central America for the next 3 years

6. OVERVIEW AND ANALYSIS OF THE MELONS AND WATERMELONS INDUSTRY IN GUATEMALA

- 6.1. Volume, value and dynamics of the melons and watermelons industry in Guatemala in the last 5 years
- 6.2. Structure of the melons and watermelons industry in Guatemala in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the melons and watermelons industry in Guatemala by origin
- 6.4. Structure of the melons and watermelons industry in Guatemala by end use segments and main product groups and forecast for its development in the medium term
- 6.5. Key recent trends on the melons and watermelons industry in Guatemala
- 6.6. Competitive landscape of the industry
- 6.7. Five Forces analysis

- 6.8. Most promising products and markets within the industry (by end use)
- 6.9. Key drivers and restraints for the industry development in the medium term

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF MELONS AND WATERMELONS IN GUATEMALA

- 7.1. Volume, value and dynamics of the domestic production of melons and watermelons in Guatemala in the last 5 years and forecast for the medium term
- 7.2. Characteristics of the main producers of melons and watermelons in Guatemala

8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF MELONS AND WATERMELONS IN GUATEMALA

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of melons and watermelons in Guatemala in the last 5 years
- 8.4. Characteristics of other prices of melons and watermelons

9. FOREIGN TRADE OPERATIONS OF MELONS AND WATERMELONS IN GUATEMALA

- 9.1. Foreign trade operations of melons and watermelons in Guatemala in the last 5 years

10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF MELONS AND WATERMELONS TO THE GUATEMALAN INDUSTRY

- 10.1. Volume, value and dynamics of the imports of melons and watermelons to Guatemala in the last 5 years
- 10.2. Main countries, importing melons and watermelons to Guatemala
- 10.3. Average prices of the melons and watermelons, imported to Guatemala

11. OVERVIEW AND ANALYSIS OF THE GUATEMALAN EXPORTS OF MELONS AND WATERMELONS

- 11.1. Volume, value and dynamics of the Guatemalan exports of melons and watermelons in the last 5 years
- 11.2. Recipient countries of the Guatemalan exports of melons and watermelons

11.3. Average prices of the Guatemalan exports of melons and watermelons

12. CHARACTERISTICS OF THE CONSUMPTION OF MELONS AND WATERMELONS IN GUATEMALA

12.1. Volume, value and dynamics of the consumption of melons and watermelons in Guatemala in the last 5 years

12.2. Structure of the consumption of melons and watermelons in Guatemala in the last 5 years (by origin, etc.)

12.3. Volume, value and dynamics of the per capita consumption of melons and watermelons in Guatemala in the last 5 years

12.4. Balance between domestic supply and domestic demand on the melons and watermelons industry in Guatemala in the last 5 years and forecast for its development in the medium term

13. FORECAST FOR DEVELOPMENT OF THE MELONS AND WATERMELONS INDUSTRY IN GUATEMALA FOR THE NEXT 5 YEARS

13.1. Factors, influencing the development of the melons and watermelons industry in Guatemala in the medium term

13.2. Forecast for industry development in the medium term under three possible scenarios

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List Of Tables

LIST OF TABLES

Key indicators on the melons and watermelons industry in Guatemala in the last 5 years

Key indicators of the economy of South and Central America in the last 5 years

Forecast for the economy of South and Central America for the next 3 years

Key indicators of the agricultural industry in South and Central America in the last 5 years

Forecast for the agricultural industry in South and Central America for the next 3 years

Volume and dynamics of the melons and watermelons industry in Guatemala in the last 5 years

Value and dynamics of the melons and watermelons industry in Guatemala in the last 5 years

Structure of the melons and watermelons industry in Guatemala in the last 5 years, in volume terms

Structure of the melons and watermelons industry in Guatemala in the last 5 years, in value terms

Structure of the melons and watermelons industry in Guatemala by origin in the last 5 years, in volume terms

Structure of the melons and watermelons industry in Guatemala by origin in the last 5 years, in value terms

Structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the last 5 years, in volume terms

Forecast for the structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the medium term, in volume terms

Structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the last 5 years, in value terms

Five Forces analysis

Most promising products and markets within the industry (by end use)

Volume and dynamics of the domestic production of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the domestic production of melons and watermelons in Guatemala in the last 5 years

Forecast for the production of melons and watermelons in Guatemala in the medium term

Value chain analysis of the melons and watermelons industry in Guatemala

Cost breakdown of the price formation of melons and watermelons in Guatemala, in %

Volume and dynamics of the average producer prices of melons and watermelons in Guatemala in the last 5 years

Volume and dynamics of other prices of melons and watermelons in Guatemala (wholesale, distributor, retail, etc.) in the last 5 years

Trade balance of melons and watermelons foreign trade in Guatemala in the last 5 years, in volume terms

Trade balance of melons and watermelons foreign trade in Guatemala in the last 5 years, in value terms

Volume and dynamics of the imports of melons and watermelons to Guatemala in the last 5 years

Value and dynamics of the imports of melons and watermelons to Guatemala in the last 5 years

Main countries, importing melons and watermelons to Guatemala in the last 5 years, in volume terms

Main countries, importing melons and watermelons to Guatemala in the last 5 years, in value terms

Average prices of the melons and watermelons, imported to Guatemala in the last 5 years

Volume and dynamics of the Guatemalan exports of melons and watermelons in the last 5 years

Value and dynamics of the Guatemalan exports of melons and watermelons in the last 5 years

Recipient countries of the Guatemalan exports of melons and watermelons in the last 5 years, in volume terms

Recipient countries of the Guatemalan exports of melons and watermelons in the last 5 years, in value terms

Average prices of the Guatemalan exports of melons and watermelons in the last 5 years

Volume and dynamics of the consumption of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the consumption of melons and watermelons in Guatemala in the last 5 years

Structure of the consumption of melons and watermelons in Guatemala in the last 5 years, in volume terms

Structure of the consumption of melons and watermelons in Guatemala in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the per capita consumption of melons and watermelons in

Guatemala in the last 5 years

Balance between domestic supply and domestic demand on the melons and watermelons industry in Guatemala in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the melons and watermelons industry in Guatemala in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

List Of Figures

LIST OF FIGURES

Volume and dynamics of the melons and watermelons industry in Guatemala in the last 5 years

Value and dynamics of the melons and watermelons industry in Guatemala in the last 5 years

Structure of the melons and watermelons industry in Guatemala in the last 5 years, in volume terms

Structure of the melons and watermelons industry in Guatemala in the last 5 years, in value terms

Structure of the melons and watermelons industry in Guatemala by origin in volume terms in the last 5 years

Structure of the melons and watermelons industry in Guatemala by origin in value terms in the last 5 years

Structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the last 5 years, in volume terms

Forecast for the structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the medium term, in volume terms

Structure of the melons and watermelons industry in Guatemala by end use segments and main product groups in the last 5 years, in value terms

Volume and dynamics of the domestic production of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the domestic production of melons and watermelons in Guatemala in the last 5 years

Forecast for the production of melons and watermelons in Guatemala in the medium term

Value chain analysis of the melons and watermelons industry in Guatemala

Structure of the melons and watermelons price formation in Guatemala, in %

Deviation of the average producer prices of melons and watermelons in Guatemala in the last 5 years

Trade balance of melons and watermelons foreign trade in Guatemala in the last 5 years, in volume terms

Trade balance of melons and watermelons foreign trade in Guatemala in the last 5 years, in value terms

Volume and dynamics of the imports of melons and watermelons to Guatemala in the last 5 years

Value and dynamics of the imports of melons and watermelons to Guatemala in the last

5 years

Main countries, importing melons and watermelons to Guatemala in the last 5 years, in volume terms

Main countries, importing melons and watermelons to Guatemala in the last 5 years, in value terms

Volume and dynamics of the average prices of the melons and watermelons, imported to Guatemala in the last 5 years

Volume and dynamics of the Guatemalan exports of melons and watermelons in the last 5 years

Value and dynamics of the Guatemalan exports of melons and watermelons in the last 5 years

Recipient countries of the Guatemalan exports of melons and watermelons in the last 5 years, in volume terms

Recipient countries of the Guatemalan exports of melons and watermelons in the last 5 years, in value terms

Volume and dynamics of the average prices of the Guatemalan exports of melons and watermelons in the last 5 years

Volume and dynamics of the consumption of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the consumption of melons and watermelons in Guatemala in the last 5 years

Structure of the consumption of melons and watermelons in Guatemala in the last 5 years, in volume terms

Structure of the consumption of melons and watermelons in Guatemala in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of melons and watermelons in Guatemala in the last 5 years

Value and dynamics of the per capita consumption of melons and watermelons in Guatemala in the last 5 years

Balance between domestic supply and domestic demand on the melons and watermelons industry in Guatemala in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the melons and watermelons industry in Guatemala in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of melons and watermelons in Guatemala for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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