

# **Guacamole Market Report by Form (Frozen, Dried, Ready to Make), End-Use (Food Processing Industry, Food Service Industry, Households), Packaging (Glass Bottles, Plastic Containers, Stand Up Pouches), Distribution Channel (Business to Business, Business to Consumer), and Region 2024-2032**

<https://marketpublishers.com/r/GAB9647C8A59EN.html>

Date: March 2024

Pages: 141

Price: US\$ 3,899.00 (Single User License)

ID: GAB9647C8A59EN

## **Abstracts**

The global guacamole market size reached US\$ 1.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.4 Billion by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. Rapid urbanization, the increasing working population, and the rising demand for convenient meals represent some of the key factors driving the market.

Guacamole is a creamy spread or dip made from avocados, lime, onion, chili pepper, garlic, tomato, and seasonings like salt and black pepper. Avocados, the main ingredient in guacamole, are packed with nutrients that can improve brain and liver function, minimize liver damage, promote heart health, prevent strokes, and fight inflammation. Additionally, avocados are a good source of healthy fats that can promote satiety and help individuals stay fuller for longer, which can aid in weight management and reduce visceral abdominal fat. As a result, it serves as a popular condiment and salad ingredient in numerous dishes, adding flavor, creaminess, and nutrition to various culinary creations.

### **Guacamole Market Trends:**

The global guacamole market is experiencing growth due to several factors, including rapid urbanization, an increasing working population, and the rising demand for

convenient meals. Moreover, the surging trend of international cuisines and the expansion of fast-food restaurants are facilitating the demand for guacamole in sandwiches, burritos, and salads, which is favoring the market growth. Additionally, the shifting consumer preference towards healthier lifestyles and the consumption of wholesome foods are boosting the market growth. In line with this, the escalating demand for plant-based food products and nutrition-packed snacks served with dips, such as guacamole, are positively influencing the market growth. Furthermore, the penetration of social media platforms and the trend of food vlogging are other factors contributing to the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global guacamole market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on form, end use, packaging and distribution channel.

#### Form Insights:

Frozen

Dried

Ready to Make

The report has provided a detailed breakup and analysis of the guacamole market based on the form. This includes frozen, dried, and ready to make guacamole variants. Currently, ready to make dominates the market.

#### End-Use Insights:

Food Processing Industry

Food Service Industry

Households

A detailed breakup and analysis of the guacamole market based on the end-use has also been provided in the report. This includes the food processing industry, food service industry, and households. Among these, food service industry holds the largest market share.

#### Packaging Insights:

Glass Bottles  
Plastic Containers  
Stand Up Pouches

A detailed breakup and analysis of the guacamole market based on the packaging has also been provided in the report. This includes glass bottles, plastic containers, and stand up pouches. At present, stand up pouches represent the leading segment in the market.

Regional Insights:

North America  
Europe  
Asia Pacific  
The Middle East and Africa  
Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. Between these, North America holds the leading position.

Distribution Channel Insights:

Business to Business  
Business to Consumer  
Supermarkets/Hypermarkets  
Convenience Stores  
Online  
Others

A detailed breakup and analysis of the guacamole market based on the distribution channel has also been provided in the report. This includes business to business and business to consumer (supermarkets/hypermarkets, convenience stores, online, and others). Presently, business to business dominates the market.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global guacamole market. Competitive analysis such as market structure, market

share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Wholly, Yucatan, Sabra, Calvio, Salud Food Group, and Westfalia Fruit. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

### Key Questions Answered in This Report

1. What was the size of the global guacamole market in 2023?
2. What is the expected growth rate of the global guacamole market during 2024-2032?
3. What are the key factors driving the global guacamole market?
4. What has been the impact of COVID-19 on the global guacamole market?
5. What is the breakup of the global guacamole market based on the form?
6. What is the breakup of the global guacamole market based on the end use?
7. What is the breakup of the global guacamole market based on the packaging?
8. What is the breakup of the global guacamole market based on the distribution channel?
9. What are the key regions in the global guacamole market?
10. Who are the key players/companies in the global guacamole market?

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