



# Cooking Ingredients and Meals in Guatemala

November 2023

Table of Contents

## Cooking Ingredients and Meals in Guatemala

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Edible Oils in Guatemala

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stand-up pouches deliver more affordable edible oils

Palm oil offers an affordable option to Guatemalans

Olive oil product ranges expand in modern retail channel

#### PROSPECTS AND OPPORTUNITIES

Nutritionists support use of edible oils with health benefits

Private label innovation at higher prices

Sunflower and canola oil to help expand edible oil consumption

### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in Guatemala

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales gain momentum in meals and soups

Nestlé SA emphasizes nutritional content on pack

Tacos consumption drives sales of frozen meals

#### PROSPECTS AND OPPORTUNITIES

Nestlé SA will continue to innovate to deliver quality and affordability

Taco culture to drive growth in ready meals

Frozen and chilled products to expand in ready meals

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023

Table 25 - Sales of Meals and Soups by Category: Value 2018-2023

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 28 - NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 29 - LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 30 - Distribution of Meals and Soups by Format: % Value 2018-2023

Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 32 - Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in Guatemala

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Ketchup benefits from domestic production

Shop-bought chilli sauces gain appeal

Mayonnaise and mustard impacted by price increases

#### PROSPECTS AND OPPORTUNITIES

Private label transforms barbecue sauce

Soy sauce gains preference among local consumers

Affordable pasta sauces cater to budget-conscious shoppers

#### CATEGORY DATA

Table 35 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 36 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 39 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 40 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 41 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 42 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Jams and preserves lead overall category by volume

Honey category flourishes amidst rising prices

Nut and seed based spreads continue to expand

#### PROSPECTS AND OPPORTUNITIES

Innovations to drive growth in peanut butter

Price increases to further impact chocolate spread category

Innovative imported brands to reshape sweet spreads

#### CATEGORY DATA

Table 46 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 47 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 48 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 49 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 51 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 52 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 53 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 54 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 55 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 56 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-guatemala/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-guatemala/report).