



**Euromonitor
International**

Processed Fruit and Vegetables in Guatemala

November 2025

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Processed Fruit and Vegetables in Guatemala - Category analysis

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Shelf stable beans continue to be popular

INDUSTRY PERFORMANCE

Healthy performance in 2025

Frozen processed potatoes gain most value share

WHAT'S NEXT?

Continuing growth over forecast period

Growth potential for frozen offerings

Increasing glass packaging, as it is more sustainable

COMPETITIVE LANDSCAPE

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Supermarkets lead distribution

E-commerce gains most value share

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EXECUTIVE SUMMARY

Stable growth, supported by continuing population growth

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INDUSTRY PERFORMANCE

Players adapt to high price sensitivity

Less mature segments register higher value growth

Rising health consciousness influencing product development

WHAT'S NEXT?

Stable outlook over forecast period

Growing demand for healthier options

Increasing interest in ethnic cuisines

COMPETITIVE LANDSCAPE

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