



Sweet Spreads in Guatemala

November 2025

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Sweet Spreads in Guatemala - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening range of flavours and formats boosts interest

INDUSTRY PERFORMANCE

Growth supported by an expanding variety of flavours, packaging formats

Price surges fuel value growth of chocolate spreads

WHAT'S NEXT?

Steady growth supported by expanding flavour variety, packaging innovation and broad consumer appeal

Reduced-sugar formulations increasingly important in marmalade

Innovation could expand honey's appeal

COMPETITIVE LANDSCAPE

Envasadora de Alimentos y Conservas SA's Ana Belly brand enjoys strong brand recognition across income groups

Nutella benefits from its positioning as a premium yet accessible indulgence

CHANNELS

Supermarkets lead, offering a convenient and accessible shopping environment

Expansion of hypermarkets, discounters and e-commerce

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Cooking Ingredients and Meals in Guatemala - Industry Overview

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Inflation eases but pricing remains key factor

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INDUSTRY PERFORMANCE

Rising health consciousness shapes purchasing decisions

Changing consumer preferences

WHAT'S NEXT?

Growing focus on variety and flavour innovation

Rising demand for convenient products that offer both flavour and nutritional value

COMPETITIVE LANDSCAPE

CHANNELS

Small local grocers lead, benefiting from an extensive national reach

Modern retailers appeal to shoppers who value wider product variety, convenience and competitive pricing

E-commerce gains traction

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