



Euromonitor
International

Snacks in Guatemala

August 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Sustained Consumer Demand Boosts Sales

Chart 2 - Best Relaunches Chapin, an Historic Favourite

Chapin'S Relaunch and Spicy Flavour Innovation Drive Growth

Chart 3 - Snak Club Introduces Mango Gummies with Tajín Chilli

Heightened Demand for Value for Money and Flavour

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Price-Conscious Shoppers Drive Polarisation between Value and Indulgence

Savoury Snacks Maintain Lead as Gum Accelerates in Value

Imported Flavours and Convenience Reshape Consumer Expectations

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Comercial Pozuelo Leverages Broad Appeal

Chart 8 - Analyst Insight for Snacks

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Rural Reach and Affordability

Retail E-Commerce Captures Urban Demand with Digital Innovation

Chart 11 - Retail Channels 2021-2026

PRODUCTS

New Launches Aim to Capture Value-Seeking Shoppers

Brands Compete on Price and Flavour Innovation to Win Share

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Chocolate Demonstrates Moderate Recovery in Volume Sales

Chart 19 - Elit Offers Dubai Chocolate at Modern Retailers

Elit Leverages Viral Trends to Attract Affluent Flavour Seekers

Chart 20 - Best Reintroduces an Old Favourite

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Imported Brands Introduce Premium and Affordable Chocolate Innovations

Discerning Shoppers Drive Demand for Better-For-You Options

Rising Food Expenditure Supports Broader Chocolate Innovation

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Key Players Maintain Their Leading Position

Chart 26 - Analyst Insight for Chocolate Confectionery

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Reach by Serving Rural and Value-Focused Shoppers

Retail E-Commerce Accelerates by Targeting Affluent and Younger Shoppers

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Elit Taps Social Media Buzz to Capture Affluent Shoppers

Chapin Drives Value-Focused Growth with Affordable Nostalgia

Rising Health Awareness Fuels Demand for Better-For-You Chocolate

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Gum in Guatemala](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Gum

INDUSTRY PERFORMANCE

Economic Stability Drives Steady Gains

Chewing Gum Maintains Dominance, While Bubble Gum Contracts

Chart 37 - Picture 1The Relaunch of the Iconic Gum Corvi'S

Corvi'S Leverages Nostalgia to Attract New and Returning Buyers

Chart 38 - Value Sales 2021-2031

Chart 39 - Volume Sales 2021-2031

Chart 40 - Value Sales by Category 2026

WHAT'S NEXT?

Health-Conscious Parents Steer Children Away From Sugary Treats

Natural Formulations Unlock Growth among Affluent Shoppers

Chart 41 - Forecast Value Sales 2021-2031

Chart 42 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Strengthens Lead with Broad Reach

Chart 43 - Analyst Insight for Gum

Chart 44 - Company Shares 2026

Chart 45 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Rural Reach, While Supermarkets Expand Choice

Retail E-Commerce Attracts Affluent Shoppers Seeking Convenience and Variety

Chart 46 - Retail Channels 2021-2026

PRODUCTS

Corvi's Taps into Nostalgia and Affordability to Boost Repeat Purchases

Trident Strengthens Lead as Sugar-Free Options Meet Wellness Demands

ECONOMIC CONTEXT

Chart 47 - Economic Context for Gum

Chart 48 - Real GDP Growth 2021-2031

Chart 49 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 50 - Consumer Context for Gum

Chart 51 - Population 2021-2031

Chart 52 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sugar Confectionery in Guatemala](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Flavour Innovation Boosts Volume and Value Sales

Chart 54 - Snak Club Launches Spicy Mango Rings

Gummies and Jellies Expand with Spicy Launches

Chart 55 - Value Sales 2021-2031

Chart 56 - Volume Sales 2021-2031

Chart 57 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers Balance Price Sensitivity with Selective Premium Choices

Gummies and Jellies Leverage Innovation to Lead Value and Volume Growth

Imported Options and Health Concerns Reshape Purchase Decisions

Chart 58 - Forecast Value Sales 2021-2031

Chart 59 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arcor Saic Gains Ground in Fragmented Landscape

Chart 60 - Analyst Insight for Sugar Confectionery

Chart 61 - Company Shares 2026

Chart 62 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Reach with Rural Focus and Local Variety

La Torre, Walmart and Pricesmart Drive Digital Snacks Growth

Chart 63 - Retail Channels 2021-2026

PRODUCTS

Snak Club Expands Spicy Flavour Choice, Fuelling Product Launches

Spicy Launches and Imports Reshape Competition and Consumer Choice

ECONOMIC CONTEXT

Chart 64 - Economic Context for Sugar Confectionery

Chart 65 - Real GDP Growth 2021-2031

Chart 66 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 67 - Consumer Context for Sugar Confectionery

Chart 68 - Population 2021-2031

Chart 69 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Ice Cream in Guatemala](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Ice Cream Sales Boosted by Price Promotions and Value Packs

Chart 71 - Sombrella Offers Special Promotions for Valentine's Day

Shoppers Opt for Spicy Flavours with Limited-Time Launches

Chart 72 - Pali Deli Launches Spicy Summer Flavours

New Flavours Spark Innovation in Ice Cream

Chart 73 - Value Sales 2021-2031

Chart 74 - Volume Sales 2021-2031

Chart 75 - Value Sales by Category 2026

WHAT'S NEXT?

Influencers Amplify Viral Launches as Digital Discovery Accelerates

Impulse Brands Sustain Growth by Balancing Affordability and Innovation

Imported Brands and Local Creators Attract with Gourmet Experiences

Chart 76 - Forecast Value Sales 2021-2031

Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Helados Sarita Leverages Local Roots and Innovation to Sustain Dominance

Chart 78 - Analyst Insight for Ice Cream

Chart 79 - Company Shares 2026

Chart 80 - Brand Shares 2026

CHANNELS

Small Local Grocers Maintain Reach as Warehouse Clubs Accelerate Growth

Retail E-Commerce Targets Younger Shoppers with Time-Saving Convenience

Chart 81 - Retail Channels 2021-2026

PRODUCTS

Sombrella Drives Value-Conscious Purchases with Aggressive Price Promotions

Pali Deli Sparks Demand for Spicy Flavours with Seasonal Launches

Digital Engagement and Value Strategies Reshape Brand Growth Trajectories

ECONOMIC CONTEXT

Chart 82 - Economic Context for Ice Cream

Chart 83 - Real GDP Growth 2021-2031

Chart 84 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 85 - Consumer Context for Ice Cream

Chart 86 - Population 2021-2031

Chart 87 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Savoury Snacks in Guatemala](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Savoury Snacks Expand through Volume and Value Sales

Chart 89 - Diana Launches Products with Tajin Chilli

Demand for Spicy Flavours Drives Affordable Innovation

Chart 90 - Zambos Introduces Tajin Plantain Chips

Chart 91 - Value Sales 2021-2031

Chart 92 - Volume Sales 2021-2031

Chart 93 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers Embrace Gourmet Innovation as Affordability Shapes Choices

Salty Snacks Maintain Dominance, While Nuts and Seeds Accelerate Growth

Health-Driven Innovation and Global Flavours Redefine Consumer Expectations

Chart 94 - Forecast Value Sales 2021-2031

Chart 95 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Alimentos Señorial Sustains Brand Leadership

Chart 96 - Analyst Insight for Savoury Snacks

Chart 97 - Company Shares 2026

Chart 98 - Brand Shares 2026

CHANNELS

Small Local Grocers Anchor Access, While Warehouse Clubs Drive Expansion

E-Commerce Boosted through Convenience and Promotions

Chart 99 - Retail Channels 2021-2026

PRODUCTS

Diana and Zambos Capture Attention by Launching Viral Flavours

Price Sensitivity Shapes Innovation and Retail Strategies

ECONOMIC CONTEXT

Chart 100 - Economic Context for Savoury Snacks

Chart 101 - Real GDP Growth 2021-2031

Chart 102 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 103 - Consumer Context for Savoury Snacks

Chart 104 - Population 2021-2031

Chart 105 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sweet Biscuits, Snack Bars and Fruit Snacks in Guatemala](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Stable Economy Supports Value and Volume Sales

Chart 107 - La Torre Launches El Corte Inglés Biscuits
Snack Bars Outpace Biscuits in Annual Volume Growth
Chiky Leverages Popular Media Tie-Ins to Boost Biscuit Appeal
Chart 108 - Chiky Offers a Stranger Things Limited Edition
Chart 109 - Value Sales 2021-2031
Chart 110 - Volume Sales 2021-2031
Chart 111 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bar Launches Drive Better-For-You Snacking Adoption
Consumers Scrutinise Ingredients as Clean Labels Shape Purchases
Shoppers Trade Down or Indulge as Price Remains Key
Chart 112 - Forecast Value Sales 2021-2031
Chart 113 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pozuelo Strengthens Leadership in Concentrated Environment
Chart 114 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 115 - Company Shares 2026
Chart 116 - Brand Shares 2026

CHANNELS

Small Local Grocers Extend Reach with Rural Distribution and Tailored Packs
Price Smart'S Value-Driven Bulk Model Fuels Warehouse Club Expansion
La Torre, Walmart and Price Smart Boost Online Snack Sales through Convenience
Chart 117 - Retail Channels 2021-2026

PRODUCTS

El Corte Inglés Captures Shoppers with Affordable Imported Biscuits
Chiky Leverages Media Tie-Ins to Refresh Brand Appeal
Snack Bars and Health Claims Drive Product Evolution and Brand Growth

ECONOMIC CONTEXT

Chart 118 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 119 - Real GDP Growth 2021-2031
Chart 120 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 121 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 122 - Population 2021-2031
Chart 123 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/snacks-in-guatemala/report.