



Processed Meat, Seafood and Alternatives To Meat in Guatemala

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Profit margins narrow, as competition increases

INDUSTRY PERFORMANCE

Fall in value sales, due to lower prices

Shelf stable seafood gains most value share

WHAT'S NEXT

Healthy outlook over forecast period

More focus on highlighting health benefits

Affordability remains key

COMPETITIVE LANDSCAPE

Embutidos Bremen holds on to commanding lead

CHANNELS

Small local grocers continue to dominate

Modern grocery retailers and e-commerce make gains

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Stable growth, supported by continuing population growth

KEY DATA FINDINGS

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

Local players have significant foothold, though multinationals also have a presence
Consumers becoming more open to private label

CHANNELS

Small local grocers continue to dominate
E-commerce gains most value share

MARKET DATA

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