



Staple Foods in El Salvador

February 2026

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EXECUTIVE SUMMARY

Fears around the cessation of remittances and high food prices negatively affect consumer spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value sales rise in 2025

Higher income groups opt for healthier variants while food choices among the majority of the population remain price driven

Demand rises for convenience foods and international indulgences

WHAT'S NEXT?

Retail value sales rise over the forecast period as consumers increasingly seek convenient yet healthy staples

Growing appeal of foreign cuisines among young generations

Fresh products appeal for their healthful characteristics, lower prices and low ownership rates of freezers and refrigerators

COMPETITIVE LANDSCAPE

Bimbo remains the leading player after artisanal in 2025

Grupo Bimbo registers the strongest dynamism

CHANNELS

Supermarkets remains the leading channel for staples

Retail e-commerce registers the strongest growth in 2025 as more consumers appreciate the convenience of buying staples online

MARKET DATA

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BAKED GOODS

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Baked goods benefit from traditional consumption in El Salvador

Industry performance

Bread remains the most popular baked goods in the country

Pastries and cakes remain popular in the country

WHAT'S NEXT?

Private label benefits from growing popularity due to high unit prices over the forecast period

Better-for-you options are increasingly sought after by higher income demographics

International tastes increasingly shape demand for international bread varieties

COMPETITIVE LANDSCAPE

Grupo Bimbo SAB retains the lead in baked goods after artisanal
Grupo Bimbo's strong presence in sliced bread enables it to continue growing

CHANNELS

Food/drink/tobacco specialists is the main distribution channel for baked goods in the country
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Sales contract despite a wide variety of breakfast cereals present in the country and strong innovation

INDUSTRY PERFORMANCE

Breakfast cereals is a small category in El Salvador with high food prices hampering consumer uptake
Consumer drive to save money boosts the popularity of economic packaging

WHAT'S NEXT?

Innovation attracts consumers while limited budgets and health and wellness trends pose challenges to breakfast cereals
Better-for-you options increase in popularity
Assorted, individually sized packs, appeal to those seeking to consume snacks on the go

COMPETITIVE LANDSCAPE

Kellogg de Centroamérica SA retains the outright lead in breakfast cereals
PepsiCo Inc, represented by Sabritas y Cía SA de CV, is the most dynamic player in breakfast cereals

CHANNELS

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Key Data Findings

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Consumers seek affordable options in processed meat, seafood and alternatives to meat

Industry performance

High unit prices and unhealthy perception limit the category's popularity

Lack of home ownership of refrigerators and freezers constrains the popularity of chilled and frozen varieties

WHAT'S NEXT?

Plant-based options continue growing in popularity over the forecast period

The protein trend benefits forecast period sales of processed meat, seafood and alternatives to meat

International flavours attract consumers seeking new experiences

COMPETITIVE LANDSCAPE

Corporación Multi Inversiones SA retains a solid lead with its popular Pollo Indio brand

The popularity of Pollo Indio helps Corporación Multi Inversiones SA achieve strong growth

CHANNELS

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Key Data Findings

2025 Developments

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Industry PERFORMANCE

Strong consumer preference for and availability of local fresh products and health credentials limit the popularity of processed alternatives

Improving infrastructure and increasingly busy lifestyles boost the popularity of processed fruit and vegetables

WHAT'S NEXT?

Consumers continue to search for ways to lower costs over the forecast period

Increasingly busy lifestyles promote category growth

Imported products expand the selection of readily available fresh products

COMPETITIVE LANDSCAPE

Unilever Group leads in processed fruit and vegetables

Unilever Group achieves the strongest growth in processed fruit and vegetables

CHANNELS

Supermarkets carries the widest range of processed fruit and vegetables

Convenience and product choice boost the growth of retail e-commerce

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Key Data Findings

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Industry performance

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Pasta benefits from the growing popularity of Italian cuisine

WHAT'S NEXT?

Product variety of rice, pasta and noodles expands over the forecast period

Health and wellness and the popularity of some diets discourage consumption among some consumer groups

Increased specialisation of noodles likely over the forecast period

COMPETITIVE LANDSCAPE

Agroindustrias Gumarsal SA de CV leads with rice sales

San Pedro and its wide range of formats enables Agroindustrias Gumarsal SA de CV to achieve strong growth

CHANNELS

Supermarkets sell imported varieties of rice, pasta, and noodles as well as a wider variety of products

Retail e-commerce, while niche, achieves strong growth in the distribution of rice, pasta and noodles

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