Staple Foods in El Salvador

February 2026

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2025 Developments

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

Supermarkets remains the leading channel, trusted for its refrigerated environment

Strong growth of retail e-commerce for processed meat, seafood and alternatives to meat

Category Data

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PROCESSED FRUIT AND VEGETABLES

Key Data Findings

2025 Developments

Fresh fruit and vegetables remain more popular than processed, with the latter only popular among consumers when seeking convenience

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

Category Data

Table 44 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

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