



**Euromonitor  
International**

# Meals and Soups in Guatemala

November 2025

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## Meals and Soups in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Household budget pressures hinder demand

#### INDUSTRY PERFORMANCE

Further decline as price-sensitive consumers carefully manage their budgets

Growth of shelf stable ready meals supported by lower prices

#### WHAT'S NEXT?

Value growth driven by rising demand among higher-income consumers for more premium and diverse meal options

Growing interest in clean label products

PriceSmart supports trial and uptake

#### COMPETITIVE LANDSCAPE

Nestlé leads, focusing product development on local consumer preferences

Private label continues to gain ground

#### CHANNELS

Small local grocers provide immediate access to affordable options

Expansion of modern retailers and e-commerce

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Inflation eases but pricing remains key factor

### KEY DATA FINDINGS

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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

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Small local grocers lead, benefiting from an extensive national reach

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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-guatemala/report](http://www.euromonitor.com/meals-and-soups-in-guatemala/report).