

Yoghurt and Sour Milk Products in Guatemala

August 2024

Table of Contents

Yoghurt and Sour Milk Products in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Added protein offerings increasingly popular

Heavy focus on yoghurt for children

Multipacks increasingly popular

PROSPECTS AND OPPORTUNITIES

Yoghurt increasingly consumed as a healthier dessert

Growing demand for kefir

Focus on healthier positioning

CATEGORY DATA

- Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
- Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
- Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
- Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
- Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
- Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
- Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
- Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
- Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/yoghurt-and-sour-milk-products-in-guatemala/report.