



# Sweet Spreads in Guatemala

October 2024

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## Sweet Spreads in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Expanding variety of flavours targets higher-income consumers

Preference for volume packaging among middle- and higher-income consumers; smaller sizes favoured by lower-income shoppers

Diet claims gain popularity in marmalades as health awareness increases

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Gourmet honey presents growth opportunity inspired by Costa Rican model

Continued growth expected for pure nut butters

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