



Euromonitor
International

Sweet Spreads in Guatemala

October 2024

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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

PROSPECTS AND OPPORTUNITIES

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Cooking Ingredients and Meals in Guatemala - Industry Overview

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DISCLAIMER

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