

Dairy Products and Alternatives in Guatemala

August 2024

Table of Contents

Dairy Products and Alternatives in Guatemala

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 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 5 - Penetration of Private Label by Category: % Value 2019-2024

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing segmentation of milk formula Doy packs increasingly popular Increasing scrutiny of ingredients

PROSPECTS AND OPPORTUNITIES

Parents increasingly discerning Multipacks continue to drive volume sales Supermarkets and hypermarkets dominate sales due to wider variety of baby food

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2019-2024Table 10 - Sales of Baby Food by Category: Value 2019-2024Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024Table 13 - NBO Company Shares of Baby Food: % Value 2020-2024Table 14 - LBN Brand Shares of Baby Food: % Value 2021-2024Table 15 - Distribution of Baby Food by Category: Volume 2019-2024Table 16 - Forecast Sales of Baby Food by Category: Volume 2024-2029Table 17 - Forecast Sales of Baby Food by Category: Volume 2024-2029Table 18 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029Table 19 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Margarine still leads Tubs increasingly popular Confusion still exists regarding health benefits of butter versus margarine

PROSPECTS AND OPPORTUNITIES

Margarine continues to account for most volume sales Continuing innovation in butter and spreads Consumers look for healthier options

CATEGORY DATA

Table 20 - Sales of Butter and Spreads by Category: Volume 2019-2024
Table 21 - Sales of Butter and Spreads by Category: Value 2019-2024
Table 22 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
Table 23 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
Table 24 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
Table 25 - LBN Brand Shares of Butter and Spreads by Format: % Value 2019-2024
Table 26 - Distribution of Butter and Spreads by Category: Volume 2024-2029
Table 27 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
Table 28 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
Table 29 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cheese continues to register healthy value and volume growth Local soft cheese continues to account for most volume sales Mix of local and international brands caters for wide consumer base

PROSPECTS AND OPPORTUNITIES

Modern grocery retailers drive volume growth through discounts Increasing Mexican offerings Growing wine culture boosts volume sales

CATEGORY DATA

Table 31 - Sales of Cheese by Category: Volume 2019-2024Table 32 - Sales of Cheese by Category: Value 2019-2024Table 33 - Sales of Cheese by Category: % Volume Growth 2019-2024Table 34 - Sales of Cheese by Category: % Value Growth 2019-2024Table 35 - Sales of Spreadable Cheese by Type: % Value 2019-2024Table 36 - Sales of Soft Cheese by Type: % Value 2019-2024Table 37 - Sales of Hard Cheese by Type: % Value 2019-2024Table 38 - NBO Company Shares of Cheese: % Value 2020-2024Table 39 - LBN Brand Shares of Cheese: % Value 2021-2024Table 40 - Distribution of Cheese by Format: % Value 2019-2024Table 41 - Forecast Sales of Cheese by Category: Volume 2024-2029Table 43 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029Table 43 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Drinking Milk Products in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk powder still accounts for significant volume sales Increasing fortified options Large focus on targeting children

PROSPECTS AND OPPORTUNITIES

Drinking milk products face some competition from plant-based milk over the forecast period More focused strategies to appeal to children More flavour innovation within flavoured milk

CATEGORY DATA

Table 45 - Sales of Drinking Milk Products by Category: Volume 2019-2024Table 46 - Sales of Drinking Milk Products by Category: Value 2019-2024Table 47 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024Table 48 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024Table 49 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024Table 50 - LBN Brand Shares of Drinking Milk Products by Format: % Value 2019-2024Table 51 - Distribution of Drinking Milk Products by Format: % Value 2019-2024Table 52 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029Table 53 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029Table 54 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029Table 55 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in Guatemala

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 56 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024Table 58 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024Table 60 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024Table 61 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024Table 62 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024Table 63 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024Table 64 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate value and volume growth in 2024 Little dynamism in chilled and shelf stable desserts Continuing growth for coffee whiteners

PROSPECTS AND OPPORTUNITIES

Potential for growth in private label Opportunities lie in added-value proposals to reinvent the image of other dairy Potential remains for chilled dairy desserts

CATEGORY DATA

Table 68 - Sales of Other Dairy by Category: Volume 2019-2024
Table 69 - Sales of Other Dairy by Category: Value 2019-2024
Table 70 - Sales of Other Dairy by Category: % Volume Growth 2019-2024
Table 71 - Sales of Other Dairy by Category: % Value Growth 2019-2024
Table 72 - Sales of Cream by Type: % Value 2019-2024
Table 73 - NBO Company Shares of Other Dairy: % Value 2020-2024
Table 74 - LBN Brand Shares of Other Dairy: % Value 2021-2024
Table 75 - Distribution of Other Dairy by Format: % Value 2019-2024
Table 76 - Forecast Sales of Other Dairy by Category: Volume 2024-2029
Table 77 - Forecast Sales of Other Dairy by Category: Value 2024-2029
Table 78 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029
Table 79 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Still niche, but plant-based dairy registers healthy growth Long-established local product Incaparina fits in with plant-based milk profile Plant-based dairy remains niche, with limited availability

PROSPECTS AND OPPORTUNITIES

Further segmentation within plant-based milk Increasing scrutiny of plant-based offerings Plant-based dairy follows trends in traditional dairy

CATEGORY DATA

- Table 80 Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 81 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 82 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 83 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 84 Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 85 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 86 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

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/dairy-products-and-alternatives-inguatemala/report.