



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Guatemala

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stable performance in 2024
- Tuna performs strongly in 2024
- Local player Bremen continues to lead

PROSPECTS AND OPPORTUNITIES

- Further expansion in frozen offerings
- Price continues to be key driver of sales
- Players focus on healthier positioning

CATEGORY DATA

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Staple Foods in Guatemala - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
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- What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-guatemala/report.