

# Grocery Retailers in Guatemala

March 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflationary pressures boost value sales of grocery retailers in 2022

Modern grocery retailers continue to gain in value share, at the expense of small, local grocers

Guatemalans likely to shop more at discounters, due to lower prices, while geographical expansion boost sales of convenience and forecourt retailers

#### PROSPECTS AND OPPORTUNITIES

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