

Sweet Biscuits, Snack Bars and Fruit Snacks in Guatemala

June 2023

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Sweet Biscuits, Snack Bars and Fruit Snacks in Guatemala - Category analysis

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2023 DEVELOPMENTS

On-the-go consumption and promotions drive volume growth

Healthier snacks struggle to gain mainstream appeal

Comercial Pozuelo Guatemala SA leads fragmented category

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Slower rate of volume growth as price sensitivity lingers

Healthier options will resonate with consumers if price is right

Opportunities for innovation in better-for-you products

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