

Gum in Guatemala

June 2023

Table of Contents

Gum in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum consumption remains below pre-pandemic levels

Low-sugar gum is most popular format

Kraft Centroamerica SA leads gum category with Trident brand

PROSPECTS AND OPPORTUNITIES

Changing consumer habits to slow gum's recovery

Rising health awareness could work in favour of gum category

Small local grocers will remain vital channel for gum

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2018-2023

Table 2 - Sales of Gum by Category: Value 2018-2023

Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 - Sales of Gum by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Gum: % Value 2019-2023

Table 6 - LBN Brand Shares of Gum: % Value 2020-2023

Table 7 - Distribution of Gum by Format: % Value 2018-2023

Table 8 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 9 - Forecast Sales of Gum by Category: Value 2023-2028

Table 10 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2018-2023

Table 13 - Sales of Snacks by Category: Value 2018-2023

Table 14 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Snacks: % Value 2019-2023

Table 17 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Snacks by Format: % Value 2018-2023

Table 20 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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