

# Baby Food in Guatemala

September 2023

**Table of Contents** 

## Baby Food in Guatemala - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Persistent inflation cuts into profitability

Nestlé continues to dominate

Healthier and organic products add value to baby food

## PROSPECTS AND OPPORTUNITIES

Degree of premiumisation over forecast period

No major shake-up in competitive landscape

Supermarkets and hypermarkets dominate sales due to wider variety of baby food

#### **CATEGORY DATA**

- Table 1 Sales of Baby Food by Category: Volume 2018-2023
- Table 2 Sales of Baby Food by Category: Value 2018-2023
- Table 3 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 4 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 6 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 7 Distribution of Baby Food by Format: % Value 2018-2023
- Table 8 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 9 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 10 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

# Dairy Products and Alternatives in Guatemala - Industry Overview

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

# MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

## **DISCLAIMER**

#### **SOURCES**

Summary 1 - Research Sources

# 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/baby-food-in-guatemala/report.