



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Guatemala

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Stable Economy Supports Value and Volume Sales

Chart 2 - La Torre Launches El Corte Inglés Biscuits

Snack Bars Outpace Biscuits in Annual Volume Growth

Chiky Leverages Popular Media Tie-Ins to Boost Biscuit Appeal

Chart 3 - Chiky Offers a Stranger Things Limited Edition

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bar Launches Drive Better-For-You Snacking Adoption

Consumers Scrutinise Ingredients as Clean Labels Shape Purchases

Shoppers Trade Down or Indulge as Price Remains Key

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pozuelo Strengthens Leadership in Concentrated Environment

Chart 9 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Extend Reach with Rural Distribution and Tailored Packs

Price Smart'S Value-Driven Bulk Model Fuels Warehouse Club Expansion

La Torre, Walmart and Price Smart Boost Online Snack Sales through Convenience

Chart 12 - Retail Channels 2021-2026

PRODUCTS

El Corte Inglés Captures Shoppers with Affordable Imported Biscuits

Chiky Leverages Media Tie-Ins to Refresh Brand Appeal

Snack Bars and Health Claims Drive Product Evolution and Brand Growth

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Sustained Consumer Demand Boosts Sales

Chart 20 - Best Relaunches Chapin, an Historic Favourite

Chapin'S Relaunch and Spicy Flavour Innovation Drive Growth

Chart 21 - Snak Club Introduces Mango Gummies with Tajín Chilli

Heightened Demand for Value for Money and Flavour

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Price-Conscious Shoppers Drive Polarisation between Value and Indulgence

Savoury Snacks Maintain Lead as Gum Accelerates in Value

Imported Flavours and Convenience Reshape Consumer Expectations

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Comercial Pozuelo Leverages Broad Appeal

Chart 26 - Analyst Insight for Snacks

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Rural Reach and Affordability

Retail E-Commerce Captures Urban Demand with Digital Innovation

Chart 29 - Retail Channels 2021-2026

PRODUCTS

New Launches Aim to Capture Value-Seeking Shoppers

Brands Compete on Price and Flavour Innovation to Win Share

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real GDP Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-guatemala/report.