

Ice Cream in Guatemala

June 2023

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Ice Cream in Guatemala - Category analysis

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2023 DEVELOPMENTS

Ice cream enjoys strong growth in foodservice and retail

Helados Sarita SA leads ice cream category

Take-home ice cream proves resilient even as foodservice recovers

PROSPECTS AND OPPORTUNITIES

"Hometainment" and sharing to remain visible drivers of take-home ice cream sales Traditional channel to bolster sales as freezers expand in number and capacity Strong preference for dairy-based ice cream will prevail, but alternatives will expand

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