Euromonitor International

Plant-Based Dairy in Guatemala

October 2026

Table of Contents

Plant-Based Dairy in Guatemala - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

INDUSTRY PERFORMANCE

Robust Momentum in Value Sales Driven by Consumer Health Trends

Chart 1 - Affordable Plant-Based Dairy Alternatives Gain Ground

Brands Raise Expectations for Nutrient Density in Plant-Based Milk

Affordable Nutrition Reshapes Expectations and Drives Adoption among New Consumers

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Brands Harness Functional Claims and Affordability to Drive Mass Adoption

Chart 4 - High-Protein Plant-Based Milk Captures Health-Focused Consumers

Protein-Fortified Plant-Based Milk Outpaces Emerging Formats

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Two Top Players Dominate the Market

Silk and Incaparina Outpace Rivals with Innovation and Accessibility

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Defend Leadership, While Supermarkets Gain Ground

E-Commerce Set to Reach New Shoppers

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Plant-Based Dairy

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Plant-Based Dairy

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

Chart 16 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Guatemala - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Functional Dairy Demand Drives Sales Growth

Chart 17 - High-Protein Claims Move beyond Milk to Cheese
Brands Reshape Everyday Nutrition Choices
Toddler Nutrition Targeted to Fill Functional Gaps
Chart 18 - Value Sales 2021-2031
Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Drive Functional Discovery as Consumers Seek Tailored Nutrition
Chart 20 - Parents Seek Targeted Toddler Nutrition in Milk Formula
Fortified Dairy Retains Lead as Plant-Based Options Accelerate
Chart 21 - Forecast Value Sales 2021-2031
Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Dos Pinos and Nestlé Strengthen Lead through Functional Innovation
Chart 23 - Company Shares 2026
Chart 24 - Brand Shares 2026

CHANNELS

Small Local Grocers Anchor Daily Purchases as Supermarkets Win Planned Sales
Retail E-Commerce Expands Reach, but Remains a Complementary Channel
Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Dairy Products and Alternatives
Chart 27 - Real Gdp Growth 2021-2031
Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Dairy Products and Alternatives
Chart 30 - Population 2021-2031
Chart 31 - Population by Generation 2026
Chart 32 - Consumer Expenditure 2021-2031

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/plant-based-dairy-in-guatemala/report.