Euromonitor International

Processed Fruit and Vegetables in Honduras

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady retail value growth is driven by population expansion and healthier habits
Frozen processed fruit and vegetables outpace shelf stable alternatives as modern retailers expand refrigeration capacity
Price sensitivity and everyday wellness shape divergent consumer preferences
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Shelf stable beans will retain the lead as proximity store expansion accelerates
Frozen processed fruit and vegetables will outpace shelf stable on nutrition awareness
Private label products will gain share as price sensitivity shapes purchasing
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Unilever and Grupo Jaremar sustain leadership while smaller competitors cede share
La Colonia's share erosion creates space for private label and emerging brands
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets lead with over half of value sales as La Colonia and Walmart expand proximity formats
Retail e-commerce and warehouse clubs post fastest growth from a low base
Walmart drives e-commerce growth but unbanked population limits online potential
Chart 1 Retail Channels 2021-2026

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