Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in El Salvador

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Consumer price-sensitivity continues to limit volume growth
Pollo Indio's packaging innovation creates value for price-conscious shoppers
Global flavour trends capture new demand
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Pollo Indio and Toledo drive growth with health-led launches
International flavour launches unlock new demand among adventurous consumers
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pollo Indio secures loyalty through quality and broad availability
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Walmart accelerates proximity store rollout as security improves
Walmart and Super Selectos drive e-commerce growth
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-el-salvador/report.