



Euromonitor
International

Chocolate Confectionery in Guatemala

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Chocolate Demonstrates Moderate Recovery in Volume Sales

Chart 2 - Elit Offers Dubai Chocolate at Modern Retailers

Elit Leverages Viral Trends to Attract Affluent Flavour Seekers

Chart 3 - Best Reintroduces an Old Favourite

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Imported Brands Introduce Premium and Affordable Chocolate Innovations

Discerning Shoppers Drive Demand for Better-For-You Options

Rising Food Expenditure Supports Broader Chocolate Innovation

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Key Players Maintain Their Leading Position

Chart 9 - Analyst Insight for Chocolate Confectionery

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Small Local Grocers Sustain Reach by Serving Rural and Value-Focused Shoppers

Retail E-Commerce Accelerates by Targeting Affluent and Younger Shoppers

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Elit Taps Social Media Buzz to Capture Affluent Shoppers

Chapin Drives Value-Focused Growth with Affordable Nostalgia

Rising Health Awareness Fuels Demand for Better-For-You Chocolate

ECONOMIC CONTEXT

Chart 13 - Economic Context for Chocolate Confectionery

Chart 14 - Real GDP Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Chocolate Confectionery

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/chocolate-confectionery-in-guatemala/report.