



**Euromonitor
International**

Sauces, Dips and Condiments in Guatemala

November 2025

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Sauces, Dips and Condiments in Guatemala - Category analysis

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2025 DEVELOPMENTS

Home cooking boosts demand for many products

INDUSTRY PERFORMANCE

Growth supported by more home cooking and improved product availability

Rising demand for convenient, time-saving cooking solutions

WHAT'S NEXT?

Sauces, dips and condiments perceived as essential cooking aids

Health-conscious consumers place greater emphasis on natural ingredients

Stand-up pouches broaden consumption occasions and improve product accessibility

COMPETITIVE LANDSCAPE

Longstanding presence, widespread distribution and innovation ensure Malher SA retains its lead

Smaller brands have an opportunity to stand out by offering more distinctive options

CHANNELS

Small local grocers appeal to consumers with limited budgets

Discounters and supermarkets continue to capture share

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Cooking Ingredients and Meals in Guatemala - Industry Overview

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Inflation eases but pricing remains key factor

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising health consciousness shapes purchasing decisions

Changing consumer preferences

WHAT'S NEXT?

Growing focus on variety and flavour innovation

Rising demand for convenient products that offer both flavour and nutritional value

COMPETITIVE LANDSCAPE

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Small local grocers lead, benefiting from an extensive national reach

Modern retailers appeal to shoppers who value wider product variety, convenience and competitive pricing

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