



**Euromonitor
International**

Breakfast Cereals in Guatemala

November 2025

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Breakfast Cereals in Guatemala - Category analysis

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2025 DEVELOPMENTS

Consumers remain highly price sensitive

INDUSTRY PERFORMANCE

Some recovery for breakfast cereals in 2025

Muesli and granola and other RTE cereals register highest value growth

WHAT'S NEXT?

Continuing growth, though rising commodity prices may dampen volume sales

Increasing focus on healthier offerings

Packaging key tool to drive sales

COMPETITIVE LANDSCAPE

Kellogg continues to dominate

Private label continues to make gains

CHANNELS

Small local grocers dominate, though losing value share

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Staple Foods in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Stable growth, supported by continuing population growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players adapt to high price sensitivity

Less mature segments register higher value growth

Rising health consciousness influencing product development

WHAT'S NEXT?

Stable outlook over forecast period

Growing demand for healthier options

Increasing interest in ethnic cuisines

COMPETITIVE LANDSCAPE

Local players have significant foothold, though multinationals also have a presence
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