



Euromonitor  
International

# Savoury Snacks in Guatemala

July 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong international influence on flavours in 2025  
Grupo Nutresa SA leads, with its Pozuelo brand holding strong nostalgic value  
Small local grocers offer consumers convenient, quick access to savoury snacks

#### PROSPECTS AND OPPORTUNITIES

Versatility, affordability, and wide flavour variety of savoury snacks ensure their continued popularity  
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