

# Snacks in El Salvador

July 2025

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#### Snacks in El Salvador

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Sweet biscuits, snack bars, and fruit snacks are most often purchased in small local grocers

Prospects and Opportunities

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Helados Sarita retains a strong lead in ice cream thanks to its longstanding presence in the country and widespread distribution

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Small local grocers remains the most important channel for sales of savoury snacks

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