

# Dairy Products and Alternatives in El Salvador

August 2025

Table of Contents

### Dairy Products and Alternatives in El Salvador

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 5 Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 6 Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

#### BABY FOOD IN EL SALVADOR

**Key Data Findings** 

2025 Developments

Consumers are drawn to prepared baby food due to convenience

Nestlé SA retains its outright lead in baby food

Supermarkets remain popular for their wider product variety

**Prospects and Opportunities** 

Milk formula is increasingly embraced by busy parents over the forecast period

Caretakers increasingly seek out better-for-you options

Social media continues to provide opportunities for category growth

Category Data

- Table 8 Sales of Baby Food by Category: Volume 2020-2025
- Table 9 Sales of Baby Food by Category: Value 2020-2025
- Table 10 Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 11 Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 12 NBO Company Shares of Baby Food: % Value 2021-2025
- Table 13 LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 14 Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 15 Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 16 Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 17 Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

# DAIRY IN EL SALVADOR

Key Data Findings

2025 Developments

Consumers use dairy as an integral part of their diet

Cooperativa Ganadera de Sonsonate retains the lead in dairy

Supermarkets remains popular as these outlets offer more product formats and flavours than competing channels

Prospects and Opportunities

Local production remains insufficient to cover local demand therefore imports continue to rise over the forecast period

Consumers seek out better-for-you alternatives as health awareness grows regardless of income level

Premium imported products have potential to grow

Category Data

Table 18 - Sales of Dairy by Category: Volume 2020-2025

Table 19 - Sales of Dairy by Category: Value 2020-2025

Table 20 - Sales of Dairy by Category: % Volume Growth 2020-2025

Table 21 - Sales of Dairy by Category: % Value Growth 2020-2025

Table 22 - NBO Company Shares of Dairy: % Value 2021-2025

Table 23 - LBN Brand Shares of Dairy: % Value 2022-2025

Table 24 - Forecast Sales of Dairy by Category: Volume 2025-2030

Table 25 - Forecast Sales of Dairy by Category: Value 2025-2030

Table 26 - Forecast Sales of Dairy by Category: % Volume Growth 2025-2030

Table 27 - Forecast Sales of Dairy by Category: % Value Growth 2025-2030

## PLANT-BASED DAIRY IN EL SALVADOR

**Key Data Findings** 

2025 Developments

Younger generations, higher income consumers, and tourists drive growth of plant-based dairy

Only a few brands compete in the growing plant-based dairy category

Supermarkets retains the lead as unlike other channels, it offers plant-based dairy products

**Prospects and Opportunities** 

The avoidance of additives in plant-based products enables the category to grow over the forecast period

Plant-based cheese faces challenges

Higher income, younger generations continue to embrace plant-based alternatives

Category Data

Table 28 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 29 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 31 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 32 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 33 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

# **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/dairy-products-and-alternatives-in-elsalvador/report.