



Cooking Ingredients and Meals in El Salvador

November 2025

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EXECUTIVE SUMMARY

Price hikes continue and price sensitivity rises

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Remittances remain of major importance to the country's economy and consumer spending power

Wellness remains a priority for higher-income demographics

Sustainability increasingly characterises new product developments

WHAT'S NEXT?

Positive, if moderate, sales growth of cooking ingredients and meals over the forecast period

Ongoing government initiatives to eradicate gang violence and reduce poverty positively impact tourist numbers

More consumers embrace healthier eating habits

COMPETITIVE LANDSCAPE

LA Fabril remains the leading player thanks to the popularity of its Orisol brand

Nestlé SA and its Maggi brand records the strongest growth

CHANNELS

Supermarkets remains the strongest channel for cooking ingredients and meals

Retail e-commerce enjoys the fastest growth while inflationary pressures also boost the popularity of discounters

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2025 Developments

Price rises encourage discounting and price-sensitivity

Industry Performance

Lower-income demographics favour blends in a bid to make savings while higher-income earners opt for better-for-you edible oils

Other edible oils remains popular while olive oil suffers a decline in popularity

What's Next?

The search for low prices continues to impact consumption

Better-for-you edible oils grow in popularity

More product formats are introduced over the forecast period

Competitive Landscape

La Fabril SA retains its outright lead in edible oils

La Fabril SA benefits from strong growth in 2025

Channels

Consumers access multiple presentations of edible oils at supermarkets

Retail e-commerce grows from a low base as wealthier consumers embrace its convenience

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2025 Developments

Economical products hold widest appeal with value packs proving successful

Industry Performance

Busy lifestyles encourage consumers to seek the most convenient alternatives

Higher prices of imports and sporadic availability hamper category sales

What's Next?

Consumers seek out products that offer international flavour profiles

Ingredient lists become increasingly important

Products that offer time savings become increasingly popular

Competitive Landscape

Nestlé SA with its Maggi brand retains the lead in meals and soups

Nestlé SA remains dynamic thanks to its affordability and versatility

Channels

Supermarkets offer a wide variety of flavour options for meals and soups

Retail e-commerce is the most dynamic channel while warehouse clubs is also an increasingly popular channel

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Industry Performance

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What's Next?

International flavours continue to drive innovation

Health awareness drives local consumers towards simpler products

Doy pack packaging and smaller sizes increase in popularity as consumers seek value savings

Competitive Landscape

Nestlé SA with its Maggi brand retains the lead in sauces, dips and condiments

In addition to Nestlé, Unilever also achieves solid growth

Channels

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Retail e-commerce is the most dynamic channel as consumers appreciate its convenience

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The category remains heavily dependent on imports

What's Next?

Flavour variety drives growth of sweet spreads over the forecast period

Lower/no/alternative sugar offerings attract consumers mindful of wellness

Increased availability of imported products attract consumers looking for gourmet experiences

Competitive Landscape

Productos B&B maintains a strong presence in sweet spreads

Productos B & B enjoys growth thanks to its focus on innovation

Channels

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