



Cooking Ingredients and Meals in Honduras

November 2025

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EXECUTIVE SUMMARY

Consumers prioritise value, benefiting private label and small pack sizes

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Remittances remain important to Hondurans and their ability to spend on cooking ingredients and meals

Consumer price sensitivity influences demand for small pack sizes

Increasingly sophisticated demand among higher-income demographics shapes cooking ingredients and meals

WHAT'S NEXT?

Forecast period growth of cooking ingredients and meals as consumers increasingly seek speciality items

Growing health awareness promotes simple ingredient lists

Hectic lifestyles promote convenience

COMPETITIVE LANDSCAPE

Grupo Jaremar SA de CV remains the leading player thanks to the popularity of its Clover brand

Unilever registers the strongest growth in 2025 thanks to its Natura's and Knorr brands

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Industry Performance

Affordability is an important factor in edible oils, which is boosting the popularity of blended oils and private label

Growing consumer interest in healthy products as the government promotes health and wellbeing

What's Next?

Local diets continue to support growth of edible oil sales over the forecast period

Demand for better-for-you edible oils boosts the popularity of avocado oil

Increased availability of niche products likely, especially edible oils in spray formats

Competitive Landscape

Grupo Jaremar SA retains its lead in edible oils

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The use of ready-made soup is driven by the need to save time

Growing health and wellness concerns stimulate the popularity of fresh food over packaged alternatives

Interest in other cuisines continues to grow

Competitive Landscape

Nestlé leads with the globally renowned Maggi brand

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Small foodservice players drive retail demand

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Tomato pastes and purées as well as sauces continue to be popular in Honduras

What's Next?

Growing consumer interest in new and more international flavours over the forecast period

Higher-income demographics increasingly look for products with cleaner labels
Extra convenience in small formats stimulates higher consumption
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Unilever Group achieves the strongest growth in sauces, dips, and condiments
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Inflation hinders volume development

Industry Performance

Imported products are widely available though rising prices are stimulating the development of lower cost packaging

Local consumers favour sweet fruit flavours, particularly mango in jam, though lower sugar content claims are now being seen

What's Next?

Room for growth for more varieties and a wider range of presentations

As health and wellness concerns grow, more natural nut butter varieties have the potential to attract higher-income demographics

Widening gourmet flavour variety attracts higher-income demographics to modern grocery retailers

Competitive Landscape

Zamorano Agro Industrial SA is the leading company in sweet spreads

Zamorano Agro Industrial SA also registers the strongest growth in 2025

Channels

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Retail e-commerce offers a wide variety of local and imported options

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