



# Cooking Ingredients and Meals in Guatemala

November 2025

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## Cooking Ingredients and Meals in Guatemala

### EXECUTIVE SUMMARY

Inflation eases but pricing remains key factor

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Rising health consciousness shapes purchasing decisions

Changing consumer preferences

#### WHAT'S NEXT?

Growing focus on variety and flavour innovation

Rising demand for convenient products that offer both flavour and nutritional value

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Small local grocers lead, benefiting from an extensive national reach

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Healthier options increasingly popular

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Retailers and brands strategically promote larger pack sizes and bulk formats

Rising consumer interest in healthier and more premium cooking options

#### WHAT'S NEXT?

Growing interest in premium and speciality cooking oils among higher-income consumers

Expanding demand for healthier oils

Growth of private label as consumers look to control food expenses without compromising on quantity

## COMPETITIVE LANDSCAPE

Alimentos Ideal SA leads with a wide distribution reach

Rising popularity of olive oil drives growth of Centro Distribuidor SA and Cía Distribuidora Codisa SA

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### WHAT'S NEXT?

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Growing interest in clean label products

PriceSmart supports trial and uptake

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Home cooking boosts demand for many products

#### INDUSTRY PERFORMANCE

Growth supported by more home cooking and improved product availability

Rising demand for convenient, time-saving cooking solutions

#### WHAT'S NEXT?

Sauces, dips and condiments perceived as essential cooking aids

Health-conscious consumers place greater emphasis on natural ingredients

Stand-up pouches broaden consumption occasions and improve product accessibility

#### COMPETITIVE LANDSCAPE

Longstanding presence, widespread distribution and innovation ensure Malher SA retains its lead

Smaller brands have an opportunity to stand out by offering more distinctive options

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Widening range of flavours and formats boosts interest

## INDUSTRY PERFORMANCE

Growth supported by an expanding variety of flavours, packaging formats

Price surges fuel value growth of chocolate spreads

## WHAT'S NEXT?

Steady growth supported by expanding flavour variety, packaging innovation and broad consumer appeal

Reduced-sugar formulations increasingly important in marmalade

Innovation could expand honey's appeal

## COMPETITIVE LANDSCAPE

Envasadora de Alimentos y Conservas SA's Ana Belly brand enjoys strong brand recognition across income groups

Nutella benefits from its positioning as a premium yet accessible indulgence

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Supermarkets lead, offering a convenient and accessible shopping environment

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