Staple Foods in Honduras

February 2026

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EXECUTIVE SUMMARY
Threats to remittances reduce spending while higher income demographics increasingly focus on health and wellness choices
KEY DATA FINDINGS
INDUSTRY PERFORMANCE
Retail value sales rise in 2025 though consumer spending slows due to economic uncertainty
Growing trends are towards international indulgences as well as functional and natural products, especially those that offer convenience
Recovery in and growth of tourism in Honduras boosts sales of stapes
WHAT'S NEXT?
Staples shaped by traditional eating habits, poverty as well as a desire for new taste experiences among wealthier demographics
Poverty and lack of refrigeration in consumer homes favour smaller pack sizes, while rising obesity rates cause concern
Growing health awareness boosts interest in staples that promote wellbeing
COMPETITIVE LANDSCAPE
After artisanal products, Grupo Bimbo SAB de CV is the leading player in staples
Grupo Bimbo SAB de CV registers strong growth
CHANNELS
Small local grocers remains the most favoured channel for sales of staples
Retail e-commerce records strong growth from a low base
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2025 Developments
Consumers search for low prices and traditional products remain popular
Industry Performance
Bread and cakes are the most popular baked goods in Honduras
Increasing segmentation in packaged baked goods
What's Next?
Wider availability and number of varieties grow over the forecast period
Health and wellness-seeking consumers pay increasing attention to ingredients lists
Expansion of private label packaged traditional baked goods
COMPETITIVE LANDSCAPE
Artisanal baked goods remain highly popular as multiple bakeries sell these products

New products and a regional production plant enable Bimbo to achieve strong growth
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BREAKFAST CEREALS

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2025 Developments
Breakfast cereals faces competition from other categories
Industry Performance
Amid falling sales consumption remains concentrated among wealthier demographics
Breakfast cereals are generally consumed at breakfast or as a snack with the category seeing the launch of healthier variants
What’s Next?
Breakfast cereals continues to face challenges in attracting growth
Simpler ingredients broaden the scope of better-for-you options
Potential growth opportunities for breakfast cereals through the launch of smaller sized convenient pack sizes that facilitate snacking options
COMPETITIVE LANDSCAPE
Cereal Partners Worldwide SA retains a strong lead in breakfast cereals
Dromeinter registers the strongest growth thanks to the popularity of Kellogg’s
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Key Data Findings
2025 Developments
Processed animal protein grows in importance
Industry Performance
While processet meat can be expensive for many people, shelf stable tuna is more widely consumed
Substitutes to meat remains a niche category
What’s Next?

Private label offerings continue to develop over the forecast period
Plant-based protein products remain niche, but could grow driven by higher income consumers in the search of health and wellness
Consumers increasingly seek out products that enable time savings
COMPETITIVE LANDSCAPE
FCF Co Ltd leads sales in processed meat, seafood and alternatives
FCF attains the strongest growth as consumers appreciate the quality of its brand
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Key Data Findings
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Canned vegetables are common only among consumers prioritising time efficiency, as fresh fruit and vegetables are widely available and inexpensive
Industry Performance
A strong preference for fresh produce dampens demand for processed fruit and vegetables
High prices of processed fruit and vegetables make these products inaccessible to many especially given the abundance of fresh alternatives
What’s Next?
Consumers opt for processed fruit and vegetables when fresh varieties are not present locally
Fresh produce is often considered to be better when seeking health and wellness, limiting category growth
Private label expansion likely over the forecast period
COMPETITIVE LANDSCAPE
Unilever Group leads in the market
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Key Data Findings

2025 Developments
Rice remains important in the daily diets of hondurans, while pasta and noodles become more common
Industry Performance
Given the popularity of unpackaged rice, packaged rice producers employ segmentation strategies to boost sales
Packaged products appeal to wealthier demographics while pasta and noodles suffer from a lack of traditional consumption
What's Next?
Private label offer widens over the forecast period
Organic products grow in popularity as the available range widens
Greater variety of imported pasta options are launched over the forecast period
Competitive Landscape
Arroz y Derivados SA maintains its lead in rice, pasta and noodles
Strong growth for Roma Prince SA present in pasta with its Roma brand
Channels
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