



Euromonitor
International

Plant-Based Dairy in Guatemala

August 2025

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Plant-Based Dairy in Guatemala - Category analysis

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2025 DEVELOPMENTS

Plant-based milk expands with greater variety and visibility

Danone retains leadership through Silk brand innovation

Warehouse clubs offer savings that appeal to price-sensitive shoppers

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Expansion of variety across plant-based dairy products

Reducing preservatives and simplifying ingredients will be a key focus

Affordable powdered options to attract lower-income consumers

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DISCLAIMER

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