



Euromonitor
International

Meals and Soups in Guatemala

November 2025

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Meals and Soups in Guatemala - Category analysis

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2025 DEVELOPMENTS

Household budget pressures hinder demand

INDUSTRY PERFORMANCE

Further decline as price-sensitive consumers carefully manage their budgets

Growth of shelf stable ready meals supported by lower prices

WHAT'S NEXT?

Value growth driven by rising demand among higher-income consumers for more premium and diverse meal options

Growing interest in clean label products

PriceSmart supports trial and uptake

COMPETITIVE LANDSCAPE

Nestlé leads, focusing product development on local consumer preferences

Private label continues to gain ground

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Small local grocers provide immediate access to affordable options

Expansion of modern retailers and e-commerce

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Cooking Ingredients and Meals in Guatemala - Industry Overview

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Inflation eases but pricing remains key factor

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INDUSTRY PERFORMANCE

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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CHANNELS

Small local grocers lead, benefiting from an extensive national reach

Modern retailers appeal to shoppers who value wider product variety, convenience and competitive pricing

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