

# Gum in Guatemala

July 2024

Table of Contents

## Gum in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Plastic bottle packs become increasingly popular  
Raptor launches functional gum product with energising effect  
Innovative formats find favour with children in bubble gum

#### PROSPECTS AND OPPORTUNITIES

Chewing gum likely to witness greater flavour diversification  
Functional properties set to remain a focal point for innovation  
Rising health awareness will boost demand for reduced sugar and sugar-free options

#### CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2019-2024  
Table 2 - Sales of Gum by Category: Value 2019-2024  
Table 3 - Sales of Gum by Category: % Volume Growth 2019-2024  
Table 4 - Sales of Gum by Category: % Value Growth 2019-2024  
Table 5 - Sales of Gum by Flavour: Rankings 2019-2024  
Table 6 - NBO Company Shares of Gum: % Value 2020-2024  
Table 7 - LBN Brand Shares of Gum: % Value 2021-2024  
Table 8 - Distribution of Gum by Format: % Value 2019-2024  
Table 9 - Forecast Sales of Gum by Category: Volume 2024-2029  
Table 10 - Forecast Sales of Gum by Category: Value 2024-2029  
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029  
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

## Snacks in Guatemala - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024  
Table 14 - Sales of Snacks by Category: Value 2019-2024  
Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024  
Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024  
Table 17 - NBO Company Shares of Snacks: % Value 2020-2024  
Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024  
Table 19 - Penetration of Private Label by Category: % Value 2019-2024  
Table 20 - Distribution of Snacks by Format: % Value 2019-2024  
Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029  
Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029  
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029  
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/gum-in-guatemala/report](http://www.euromonitor.com/gum-in-guatemala/report).