



COUNTRY SNAPSHOT:

GUATEMALA



Guatemala is the largest market for U.S. soybean meal and soybean oil in Central America. It was the 19th largest U.S. agricultural export market in 2020 with \$1.3 billion in exports. Guatemala is the 72nd largest economy in the world and the largest in Central America, accounting for almost 1/3 of the Central American GDP. Two major holding groups are based in the country, owning the largest integrations in poultry, swine, and feed for aquaculture, and with a presence in most other countries in Central America.

U.S. Soy has collaborated with Guatemala since the 1980s.

COUNTRY STATS

POPULATION (2022):

17.10 million (Urbanization – 51.84% in 2020)

POPULATION (2050):

~24.55 million

GDP (2022):

USD 85.99 billion

AVG. ECONOMIC GROWTH

(2016-2021): 8%

PER CAPITA INCOME (2022):

USD 5,025.50

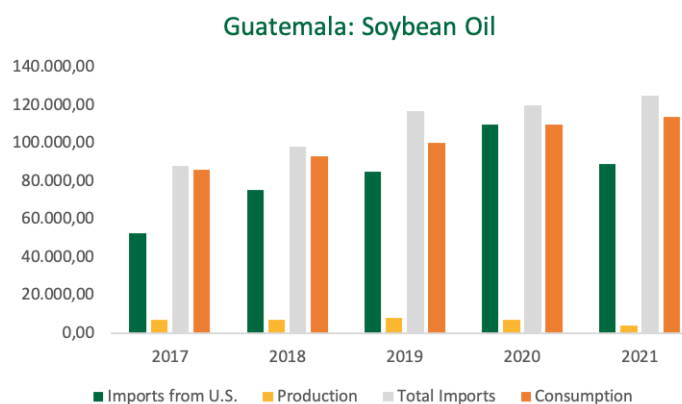
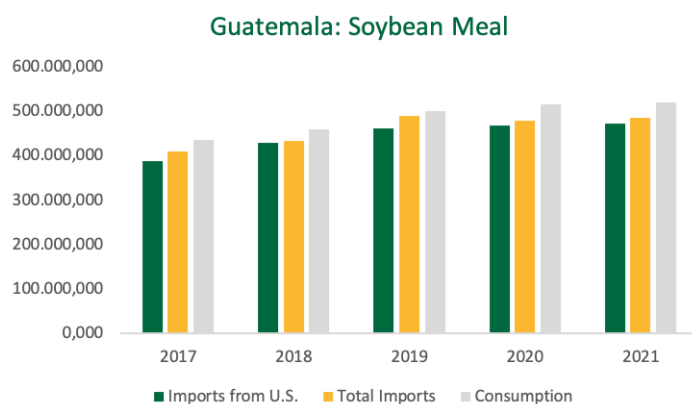
MARKET STATS

Soy usage market size by Volume, 2021 (Est. growth by 2035/40)

Animal Protein (total)	515,000	Aquaculture, Cattle, other species	61,800
Pork	66,950	Poultry	386,250

Soy market size by volume, U.S. Soy volume (MY2021/22)

- Soy complex (whole soybean, meal, oil) 832,027 TMT.
- Whole bean 244 MT. U.S. Soy 0.00 MT.
- Soybean meal 647,650 TMT. U.S. Soy 641,898 TMT.
- Soybean oil 184,377 TMT. U.S. Soy 79,833 TMT.



Sources: U.S. Census Bureau Trade Data, FAS USDA GATS, Industry estimations

STRENGTHS

- U.S. soybean oil and meal have the largest market shares. U.S. soybean meal is preferred over other origins as customers have come to better understand and value its intrinsic and extrinsic advantages.
- Based on quality, soybean oil gained market share in recent years. Based on quality, despite the two refiners in the country being price biased in their decision making. There is some interest in high oleic soybean oil with end users understanding the advantages.
- Guatemala is currently early in the learning curve for sustainability with aquaculture producers leading the charge. One sustainability licensee is proactively serving as an example to others.
- Since implemented in 2006/07, the CAFTA-DR (US FTA with Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua) has strengthened U.S. trade with Central America.
- U.S. farm and food exports to the CAFTA-DR countries have more than doubled. Exports to Guatemala, El Salvador, Honduras showed the fastest growth.
- Ocean transport transit times and ports infrastructure in Guatemala allow for importers to capitalize on U.S. Soy; some merchandisers and importers have invested in storage and a port terminal on the Pacific.
- No market access issues for soy and products.

OPPORTUNITIES

- Poultry and eggs are the most affordable and available animal protein. Some firms are vertically integrating and designing new consumer products and feed for aquaculture, with exports expanding.
- Efforts made through soybean oil technical assistance to importers/refiners continue to yield results.
- Key importers would benefit from being further exposed to U.S. Soy advantages and enhancing their procurement and purchasing practices. Under CAFTA-DR, refiners are capitalizing exports of processed products into the region.
- Pet food is increasing in production and imports. Some firms are looking at or moving away from foreign-produced feed, to having their own production lines for the range of segments.
- Efforts deployed in the past involved marketing campaigns touching on U.S. Soybean oil benefits and advantages. Importers and refiners say they'd benefit from additional marketing efforts promoting U.S. Soybean oil.
- U.S. Soy Sustainability being communicated and starting to be understood by importers and end customers, helping to differentiate U.S. products as well as build awareness of sustainability efforts.

CHALLENGES

- Poultry remained stable and grew through the pandemic; swine and beef cattle are still recovering. As industries tend to consolidate, animal protein imports grow (poultry, pork and beef), with large contraband of some products such as eggs.
- Continued competition from other oils, namely domestic palm oil and imports of soybean oil and sunflower from South America (e.g., Argentina). Price competitive crude soybean oil available from South America; imports of bottled vegetable oils, and contraband of bottled oil.
- The vegetable oil industry is made of few players with a focus on refining, not crushing beans.

Sources:

- Estimations from industry
- Soy and Soy Product S and D 2021-22 Marketing Year (J. Baize)
- Macrotrends
- Population Pyramid

2023