



MARKET SNAPSHOT:

GUATEMALA



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Americas Region

Guatemala is the largest market for U.S. soybean meal and soybean oil in Central America. It was the 17th-largest U.S. agricultural export market in 2022, with \$1.8 billion worth of exports. Guatemala is the 69th-largest economy in the world and the largest in Central America, accounting for almost one-third of the Central American Gross Domestic Product. Two major holding groups in the country own the largest integrations in poultry, swine and feed for aquaculture. They also have a presence in most other countries in Central America, and one has invested in South America.

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

COUNTRY STATS

POPULATION (2023):

19 million

POPULATION (2050):

24.6 million

GDP (2023):

\$102.76 billion

ECONOMIC GROWTH (2023): 3.43%

PER CAPITA INCOME (2023):

\$5,407

MARKET STATS

Soy Usage by Sector 2022

Animal Protein (total)	526 TMT	Cattle & Other Species	35.4 TMT
Pork	67.6 TMT	Aquaculture	27.0 TMT
Poultry	399 TMT	Oil	148.2 TMT

TMT=thousand metric tons

SOY MARKET SIZE MY 2020/21

Product	Total Volume	U.S. Soy Volume	U.S. Soy % Share
Soy Complex (whole soybean, meal, oil)	668.4 TMT	594.6 TMT	88.96%
Whole Bean	200 MT	0 MT	0.0%
Soybean Meal	520 TMT	515.0 TMT	99.1%
Soybean Oil	148.2 TMT	79.6 TMT	53.7%

TMT=thousand metric tons, MT=metric tons

STRENGTHS

- U.S. soybean meal and oil continue to have the largest market shares. U.S. soybean meal is preferred over other origins as customers better understand and value its advantages, including amino acid profile.
- While the average customer is early in the learning curve for sustainability, the feed industry is leading interest. Two Sustainable U.S. Soy (SUSS) licenses are in place, one each for feed and poultry integration, with poultry setting the example for others.
- Despite the two domestic refiners in the country being price-based in their decision-making, U.S. Soy continues to have the largest market share due to their understanding of quality.
- Since its implementation in 2006/07, the Dominican Republic-Central America Free Trade Agreement (CAFTA-DR) with Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua has strengthened U.S. trade with Central America. A large Guatemalan refiner invested in Mexico, benefiting from the agreement in terms of local markets in Mexico and for exports to Guatemala and other countries in the region.
- Ocean transport transit times and port infrastructure in Guatemala allow importers to capitalize on U.S. Soy; some importers invest in storage facilities near the port terminal on the Pacific.

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.
- Providing soybean oil technical assistance to importers/refiners continues to yield positive results.
- Key importers would benefit from being further exposed to U.S. Soy's advantages and enhancing their procurement and purchasing practices. Under CAFTA-DR, refiners are capitalizing on exports of processed products into the region.
- Refiners and some of their customers show interest in high oleic soybean oil, but they need to understand and implement forward contracting. In addition, end users including fats and oils processors and hotel, restaurant and institutional customers need education on its advantages.
- U.S. Soy sustainability is being communicated and is better understood by importers and end customers, which helps to differentiate U.S. products and build awareness of U.S. sustainability and the resources available.
- As firms are moving away from foreign-produced feed to having production lines, domestic production of pet food is growing. While it faces strong competition from imports, the industry is moving to more refined and value-added segments.
- Industry interest and participation in Soy Excellence Center programs is growing. Key animal protein organizations understand the benefits of education and strongly support communication and registration. Key customers are increasing their collaboration and expanding to stakeholders, with benefits to USSEC and U.S. Soy.

CHALLENGES

- Climate change, specifically its effects on the Panama Canal, has customers working to find alternative sources for their soy products, which results in more competition for U.S. Soy.
- Poultry remained stable and even grew through the pandemic; swine and beef cattle continue recovering. Contraband of products such as vegetable oils and eggs continues to affect domestic producer markets.
- Competition continues from domestic palm oil, contraband of bottled oil, imports of bottled vegetable oil and imports of price-competitive Argentinian crude soybean oil and sunflower oil.

Sources:

- USDA FAS GATS
- U.S. Census Bureau
- The World Bank
- Statista
- Trading Economics
- UN-HABITAT
- URBANET
- Population Pyramid
- WorldOil
- Focus Economics
- The Global Economy (sourced on WB)
- Ministerio de Agricultura y Ganadería (MAGA)
- Banco de Guatemala
- Asociación de Porcicultores de Guatemala
- Asociación Nacional de Avicultores (ANAVI)