

**Required Report:** Required - Public Distribution

**Date:** December 11, 2024

**Report Number:** HO2024-0010

**Report Name:** Food Service - Hotel Restaurant Institutional Annual

**Country:** Honduras

**Post:** Tegucigalpa

**Report Category:** Food Service - Hotel Restaurant Institutional

**Prepared By:** Jessie Inestroza

**Approved By:** Jason Wrobel

**Report Highlights:**

In 2023, the United States held a 29.1 percent share of the consumer-oriented food and beverage market in Honduras, a slight decrease of 1.3 percent from 2022. Despite this decline, total U.S. exports to Honduras increased by USD 183.6 million, driven by strong demand for consumer products from the food service industry. Honduras continues to experience moderate to low economic growth and remains one of the top 25 global destinations for U.S. consumer-oriented goods, ranking seventh in Latin America. The hotels and restaurants sector saw a 12.2 percent year-on-year growth, primarily due to higher costs for meals and beverages at restaurants, as well as a 24 percent increase in hotel occupancy, particularly during the summer and holiday seasons.

**Executive Summary:**

In 2023, Honduras had a population of 10.6 million and a GDP of 34.8 billion USD. As a lower-middle-income country, it has experienced an average annual GDP per capita growth of 3.3 percent over the past decade.

Honduras maintains a strong business connection with the United States in agriculture. In 2023, the value of U.S. consumer-oriented food exports to Honduras increased by \$30.7 million (5.9 percent) compared to the previous year, and the volume of consumer-oriented food exports to the country increased by 4.4 tons (1.9 percent).

**Consumer-Oriented Agricultural Imports:**

Honduras' consumer-oriented imports from the world exceeded \$1.9 billion in 2023 and originated from the following countries:

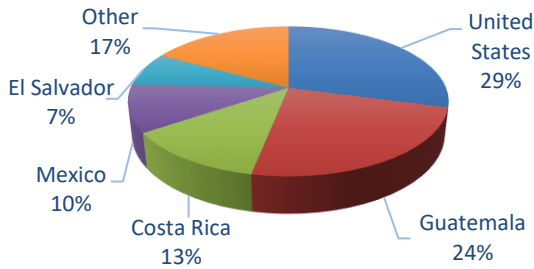


Chart 1: Top Exporting Countries to Honduras  
Source: U.S. Census Bureau Trade Data Monitor LLC

**Food Retail Industry:**

Honduras’s consumer-oriented imports from the United States reached \$553 million in 2023. The growth forecast for that year follows the food industry trend at 1.2 percent expected growth. Despite a decline in sales, the three largest retailers in Honduras, Walmart, La Colonia, and Distribuidora La Antorcha, intend to continue investing in the market. Collectively, the three chains account for 29.5 percent of retail revenues.

**Food Processing Industry:**

At the end of January 2024, imports of goods classified as food and beverages grew by \$12.9

million compared to the same period in 2023, with a total value of \$212.4 million. This increase is primarily attributed to acquiring \$12.8 million of food ingredients (wheat, meslin, and rice) from the United States for further processing.

**Food Service Industry:**

In 2023, total restaurant service sales in Honduras reached \$811.5 million, a 23 percent increase from the previous year. The independent consumer foodservice sector grew the fastest during this period.

**Quick Facts CY 2023**

**Consumer-Oriented Trade (USD billion)**  
*(USD \$1.9 Billion)*

**Top 10 Growth Products (by USD)**

1. Corn	2. Soybean meal
3. Wheat	4. Rice
5. Milled grain and products	6. Other feeds and Fodders
7. Distiller grains	8. Oilseed meal and cake (ex. Soybean)
9. Palm oil	10. Pulses

**Top Retailers (by sales)**

1. La Colonia	2. Despensa Familiar
3. Walmart Supercenter	4. Distribuidora La Antorcha
5. Maxi Despensa	6. Paiz
7. El Colonial	8. Pricesmart
9. Comisariato Los Andes	10. Supercoop

**GDP/Population**

Population (*millions*): 10.6  
 GDP (*USD billion*): 34.8  
 GDP per capita (*USD thousand*): 3.3  
 Inflation Rate: 5.2 percent

**Sources:** [International Monetary Fund](#)

**Strengths/Weaknesses/Opportunities/Threats**

Strengths	Weaknesses
-Expedited online import process	-Small domestic market size and low per capita GDP -Weak institutions and rule of law
Opportunities	Threats
-Strong consumer demand for value and high-quality	-Political and economic uncertainty -Restriction in the allocation of foreign currency (USD)

## SECTION I: MARKET SUMMARY

The food service industry in Honduras is shaped by the country's economic environment and tourism potential. Political and economic instability have dampened investor confidence and affected tourism rates, while inadequate infrastructure, such as limited transportation and unreliable utilities, can pose challenges for high-end hospitality services. The Honduran economy's heavy reliance on remittances makes it highly vulnerable to changes in U.S. policies. In 2023, the Central Bank of Honduras ([link in Spanish](#)) informed remittances amounted to \$9.1 billion, accounting for over a quarter of the country's GDP. According to the International Organization for Migration ([link in Spanish](#)), approximately 78.1 percent of these remittances are used for food consumption by Honduran families.

Despite these hurdles, there are promising signs of growth and opportunity. Honduras' strategic location, proximity to U.S. markets, and abundant natural resources enhance its appeal as a tourist destination. In 2023, the country welcomed over 2.3 million visitors, a 24 percent increase from the previous year. The Honduran Institute of Tourism ([link in Spanish](#)) established the United States was the largest source of tourists, contributing 47 percent, followed by El Salvador and Guatemala. A key trend in the hotel sector is the rise of multinational hotel chains, which are meeting the growing demand from both leisure and business travelers. These chains are raising service standards and introducing international-level amenities, further bolstering the country's tourism industry.

### Advantages and Challenges

ADVANTAGES	CHALLENGES
U.S. products are known to be high quality, healthier and consistently available.	Foreign currency (USD) availability is forcing manufacturers to revise ingredients and sourcing practices to ensure steady product supply albeit at a higher retail price.
The growing popularity of convenience and fast food, especially American fast food, encourages local food chains to source their ingredients from the United States.	Competition remains strong, particularly from Nicaragua, El Salvador, and Guatemala. Competitive pricing is available for regional products.
Honduras has 12 preferential trade agreements in force and is currently negotiating a free trade agreement (FTA) with China.	Honduras' bureaucracy slows the importation process of food products. Several non-tariff barriers persist as burdensome.

## SECTION II: ROAD MAP FOR MARKET ENTRY

### Entry Strategy

Exporters looking to select a partner in Honduras, whether a local importer, agent, or legal counsel, should exercise caution. Before committing to a long-term partnership, it is essential to conduct thorough background checks on potential partners and arrange in-person meetings and visits. Small- to medium-sized exporters can also collaborate with the relevant U.S. State Regional Trade Group (SRTG) to access resources for marketing and promotional support in

Honduras. To get started, find the SRTG for your region from the list below and visit their website to learn more about the services they offer.

Food Export Association USA-Midwest <a href="http://www.foodexport.org">www.foodexport.org</a>	National Association of State Departments of Agriculture (NASDA) <a href="http://www.nasda.org">www.nasda.org</a>	Western U.S. Agricultural Trade Association (WUSATA) <a href="http://www.wusata.org">www.wusata.org</a>
Food Export Association USA-Northeast <a href="http://www.foodexport.org">www.foodexport.org</a>	Southern U.S. Trade Association (SUSTA) <a href="http://www.susta.org">www.susta.org</a>	

Companies based in the United States will benefit from cooperating with experienced and competent importers or distributors as local partners. Regulatory, procedural, labeling, and customs clearance issues can be addressed by knowledgeable distributors or importers. Each of the main grocery store chains has its own purchasing and importing sections.

The following points are critical to successfully accessing the Honduran market:

1. Exporters should discuss INCOTERMS with importers to clarify the tasks, costs and risks for buyers and sellers in commercial transactions.
2. Exporters should make sure their legal representatives and/or importers are registered as taxpayers in Honduras.
3. Ensure importers obtain official import permits required by the Honduran Food Safety Authorities before shipping products from the United States.
4. Provide importers with (a) a commercial invoice; (b) transport document (bill of lading, air waybill, or waybill for land transport, depending on the means of transport); (c) customs value declaration (DVA); (d) certificate of origin; and (f) packing list (to determine applicability of CAFTA-DR and other benefits) for every shipment.
5. Check that the labels are proper as slight errors might result in large fines. Avoid putting labels such as Gold Label, Gold Standard, Prime Product, and other similar labels on carton boxes or any other packaging material to attract buyers' attention. This may result in importers paying a value-added tax (VAT).
6. Merchandise exported must exactly match the product/quantity listed on the commercial invoice. Discrepancies can create major delays at port of entry and result in fines to the importer.
7. Be prepared to provide additional information regarding the values of the commercial invoice and the origin of the product to support importers' engagement with customs officials.
8. For customs clearance, the importer must appoint a customs broker, who must be a national of a state party to the Central American Common Market (CACM). However, use of a customs broker is optional if the goods fall under the temporary admission for inward processing regime or the Free Zones (ZOLI) regime.
9. Make sure shipping companies send merchandise in clean containers to avoid multiple inspections at the border. Also, wood packaging material shall be appropriately treated and

marked under an official program and when loading the cargo on the container make sure the quality/treatment marks are facing the doors.

10. All goods are subject to a risk analysis, based on which the Customs Administration of Honduras (AAH) authorizes immediate clearance (green channel), inspects the documents (yellow channel), or carries out a physical inspection of the goods in addition to the document inspection (red channel).

## Market Structure

Distributors and representatives frequently carry a diverse selection of products on a non-exclusive basis. There are few local wholesalers or food service organizations who keep large inventory. Local buyers regularly deal with American suppliers at the plant or warehouse level.

In Honduras, food distribution to restaurants, hotels, and institutions occurs through several channels, including:

1. **Wholesale Distributors:** These entities purchase large quantities of products from both domestic and international manufacturers and supply them to restaurants, hotels, stores, and institutions. They typically have robust logistics infrastructure to ensure efficient delivery.
2. **Local and Regional Producers:** Farmers and suppliers of fresh produce (fruits, vegetables, meats, etc.) sell directly to restaurants and hotels, promoting the use of fresh, locally sourced products.
3. **Distribution Service Companies:** These companies specialize in delivering food products to businesses within the hospitality sector, including hotels, restaurants, and cafeterias. They handle a wide range of items, from perishables to frozen and dry goods.
4. **Wholesale Markets:** Central markets or supply fairs where restaurants and other businesses purchase food in bulk at wholesale prices. These markets provide a convenient way for vendors to sell large quantities of goods.
5. **Specialized Suppliers:** Companies that focus on niche food categories, such as seafood, premium meats, dairy products, or imported goods, catering to more exclusive clientele or businesses with specific needs.
6. **Supermarkets and Food Retailers:** Some supermarket chains offer wholesale programs or contracts to supply food products to businesses in the hospitality industry.

The quality, pricing, and availability of products across these distribution channels vary, influencing restaurants, hotels, and institutions to select the option that best meets their operational and financial needs. Most products are transported by truck, with larger distributors typically maintaining warehouses in the northern region, near the industrial hub of San Pedro Sula and the capital, Tegucigalpa. Delays at ports for imported goods are common.

## Sub-Sector Profiles

### Top Foodservice Restaurant Chains, Hotel Chains and Distributors in Honduras

Restaurant Chains	Hotel Chains	Importers/Distributors
Burger King	Choice Hotels	Belca de Honduras
Mc Donald's	Distrito Hotelero Plaza San Martin	Compañía Distribuidora (CODIS)
Kentucky Fried Chicken	Copantl Hotel & Convention Center	DIHEGO
Little Caesars	Best Western International	Grupo FARINTER
Pizza Hut	Hotel Santa Maria	COIMPORT
Domino's Pizza	Clarion	Distribuidora BOGA
Burger King	Hyatt Place	Distribuidora Solis
Wendy's	Hilton Princess	Surtidora Internacional
Popeye's	Holiday Inn Express	Istmania
Church's Chicken	Hotel Honduras Maya	Corporación DINANT
Subway	Florencia Plaza Hotel	Grupo Alza
Espresso Americano	Quinta Real	American Food Distributors
Matambritas	Telamar	Distribuidora DIMAR
Bigos	Hotel y Villas Palma Real	Distribuidora San Rafael
Coco Baleadas	Indura Beach & Gulf Resort	Walmart
Friday's	La Ensenada Beach Resort	Supermercado La Colonia
Espresso americano	Infinity Bay Spa Resort	Pricesmart
Denny's	Mayan Princess	Supermercado Colonial
Pollo Campero	Henry Morgan	Comisariato Los Andes
Power Chicken	La Veranda Hotel and Villas	Pressto Foods
Pollo Supremo	Christopher Columbus	Honduras Food Service

## SECTION III. COMPETITION

Honduras's food imports from Central American countries pose significant competition to U.S. exports to the country. Neighboring nations such as Guatemala, El Salvador, Nicaragua, Costa Rica, and Mexico benefit from their geographical proximity, which reduces transportation costs. Additionally, the Central American Common Market (CACM) fosters intra-regional trade, further enhancing the cost-effectiveness of these imports.

Five products make up 58.6 percent of the total import value in the consumer-oriented food product category in Honduras. These include over USD 404 million in soups and other food preparations, USD 225 million in bakery goods, USD 207 million in dairy products, cereals, and pasta, USD 201 million in various food items, USD 139 million in pork and pork products, and USD 136 million in non-alcoholic beverages.

## Competitive situation Top Consumer-Oriented products (by value)

Product Category	2023 Value (USD)	%Δ Value 2023/2022	Market share (%) by Value
soup & other food preparations	\$404,119,067	25.99	Costa Rica 30.8, Gutemala 29.7, USA12.9
bakery goods, cereals, & pasta	\$225,118,972	7.82	Guatemala 37.6, El Salvador 17.5, USA 15.7
dairy products	\$207,646,754	3.26	USA 41.6, Guatemala 20.9, Mexico 14.8
pork & pork products	\$139,402,870	16.21	USA 94.5, Canada 2.7, Guatemala1.3
non-alcoholic bev. (ex. juices, coffee, tea)	\$136,748,293	0.35	Guatemala 39.8, El Salvador 30.8, USA16.1
fresh fruit	\$108,873,172	38.26	Mexico 23.8, Nicaragua 18.1, Guatemala 16.2
condiments & sauces	\$105,281,785	12.57	Guatemala 37.7, USA 24.9, Costa Rica 22.5
processed vegetables	\$ 95,721,716	17.39	Belgium 24.1, USA 20.5, Costa Rica 13.9
beer	\$ 77,207,230	-15.44	USA 26.7, Mexico 16.4, Nicaragua 15.8
chewing gum & candy	\$ 48,185,701	4.28	Guatemala 23.7, Mexico 20.4, El Salvador 19.4

Source: U.S. Census Bureau Trade Data Monitor LLC

## SECTION IV: BEST PRODUCT PROSPECTS

Six out of the top ten consumer-oriented products imported by Honduras have seen a decrease in volume. However, the sales value of these same products has increased, driven by higher prices compared to the previous year.

## Top Consumer-Oriented Products Imported from the World (by volume)

Product Category	Un.	2022	2023	%Δ Volume (2023/2022)
non-alcoholic bev. (ex. juices, coffee, tea)	T	252,306	242,633	-4%
fresh fruit	T	213,193	219,210	3%
fresh vegetables	T	108,539	105,654	-3%
bakery goods, cereals, & pasta	T	91,928	92,187	0%
beer	T	102,143	84,294	-17%
dairy products	T	54,845	56,760	3%
processed vegetables	T	58,019	55,487	-4%
pork & pork products	T	46,565	48,582	4%
dog & cat food	T	50,918	42,560	-16%
condiments & sauces	T	43,750	42,441	-3%

Source: U.S. Census Bureau Trade Data Monitor LLC

### Top Consumer-Oriented Products Imported from the World (by value)

Product Category	Un.	2022	2023	Value (%Δ 2023/2022)
soup & other food preparations	USD	\$320,766,822	\$404,119,067	26%
bakery goods, cereals, & pasta	USD	\$208,789,745	\$225,118,972	8%
dairy products	USD	\$201,094,458	\$207,646,754	3%
pork & pork products	USD	\$119,957,133	\$139,402,870	16%
non-alcoholic bev. (ex. juices, coffee, tea)	USD	\$136,273,851	\$136,748,293	0%
fresh fruit	USD	\$78,746,161	\$108,873,172	38%
condiments & sauces	USD	\$93,528,235	\$105,281,785	13%
processed vegetables	USD	\$81,540,125	\$95,721,716	17%
beer	USD	\$91,304,721	\$77,207,230	-15%
chewing gum & candy	USD	\$46,207,086	\$48,185,701	4%

Source: U.S. Census Bureau Trade Data Monitor LLC

### Top Consumer-Oriented Products Imported from the United States (by value)

Description	January - December (Value: USD)		Market Share(%)		Change 2023/2022	
	2022	2023	2022	2023	Amount	Percent
pork & pork products	\$ 111,330,009	\$ 131,771,048	21.3	23.81	20,441,038	18.36
dairy products	\$ 91,554,909	\$ 86,421,333	17.52	15.62	(5,133,576)	-5.61
soup & other food preparations	\$ 44,601,188	\$ 52,003,601	8.53	9.4	7,402,413	16.6
beer	\$ 45,735,729	\$ 43,765,543	8.75	7.91	(1,970,185)	-4.31
bakery goods, cereals, & pasta	\$ 36,109,204	\$ 35,375,371	6.91	6.39	(733,833)	-2.03
poultry meat & prods. (ex. eggs)	\$ 27,791,146	\$ 30,207,553	5.32	5.46	2,416,408	8.69
condiments & sauces	\$ 22,179,774	\$ 26,248,121	4.24	4.74	4,068,348	18.34
non-alcoholic bev. (ex. juices, coffee, tea)	\$ 20,098,364	\$ 22,005,684	3.85	3.98	1,907,320	9.49
processed vegetables	\$ 20,444,113	\$ 19,580,910	3.91	3.54	(863,203)	-4.22
fresh vegetables	\$ 12,642,574	\$ 17,244,712	2.42	3.12	4,602,138	36.4

Source: U.S. Census Bureau Trade Data Monitor LLC



## Products Present in Market with Good Sales Potential (Year-over-Year Market Share Variation)

Product Category	Change in Import Volume	Specific Product	Change in Specific Product
Pork and Pork Products	18.36%	Pork cuts, frozen (not elsewhere specified)	19.60%
		Other frozen cuts, hams, shoulders, and similar products	28.30%
Dairy Products	-5.61%	Cheese of all kinds, grated or powdered	20.95%
		Butter	817%
Soups and Other Food Preparations	16.60%	Food preparations, not elsewhere specified	17.50%
		Homogenized composite food preparations for retail sale as infant or dietetic food	6.60%
Bakery Goods, Cereal & Pasta	-2.03%	Mixes and doughs for bread, pastry, cakes, biscuits, and other preparations	7.72%
		Puffed cereals	4.80%
		Cereals, other than corn	30.80%
Poultry Meat & Products (excluding eggs)	8.69%	Chicken cuts and edible offal	18%
		Prepared or preserved chicken meat	20.42%
		Meat or meat offal of turkeys, prepared or preserved	13.50%
		Turkey, not cut into pieces	58.70%
Condiments & Sauces	18.35%	Sauces, mixed condiments, and seasonings	16.50%
		Tomato ketchup and other tomato sauces	27%
		Vinegar and its substitutes, obtained from acetic acid	48.60%
Non-Alcoholic Beverages (excluding juices, coffee, tea)	9.49%	Mineral and aerated waters	27.20%
		Aerated water with sugar, sweetener, or flavoring	65.50%
		Flavored milks	44.10%
Processed Vegetables	-4.22%	Tomatoes, other than whole or in pieces, not frozen	3.10%
		Flakes, granules, and pellets of potatoes	35.80%
		Cucumbers and gherkins preserved in vinegar or acetic acid	8.40%
Fresh Vegetables	36.40%	Potatoes, except seed, fresh or chilled	42.22%
		Cauliflower and broccoli	2.14%
Fresh Fruit	9.13%	Apples	28.60%
		Pears	60.10%
		Tangerines	165.20%
		Oranges	60.10%
		Sour cherries	389.10%

## Products Not Present in Market with Good Sales Potential

Opportunities for U.S. businesses to expand their presence in Honduras can be found in the following products:

- Compound preparations for the beverage industry, except those of subsection 3302.10.20.00.
- Preparation for stews, soups or broths
- Baked, toasted, fried and colored tortillas
- Pastries in individual serving sizes for coffeehouses.
- Non-alcoholic beverages, water including mineral water and aerated water with added sugar, sweetener or flavors.
- Nonalcoholic beer
- Sugar confectionary (including white chocolate) not including cocoa

## Product Not Present in Market due to Significant Barriers

Although CAFTA-DR has reduced tariffs, some barriers remain to protect local industries in Honduras. The planned elimination of dairy tariffs in 2025 is a step toward open trade, but licensing requirements for rice and chicken imports, along with protections for white corn, still restrict market access.

## SECTION V: KEY CONTACT AND FURTHER INFORMATION

FAS/Tegucigalpa encourages U.S. exporters to review the [Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report](#) as well as the [FAIRS Export Certificate Report](#) to better understand Honduran import regulations and standards and procedures that apply to their products.

### **Cámara Nacional de Turismo de Honduras (CANATUR)**

Col. Lomas del Guijarro Sur  
Calle Paris, Ave. Niza, #1223  
Tegucigalpa, Honduras.  
+504 2232-1927 or +504 9762-0237  
Email: [canaturh@canaturh.org](mailto:canaturh@canaturh.org)  
Website: [canaturh.org](http://canaturh.org)

### **Instituto Hondureño de Turismo (IHT)**

Centro Cívico Gubernamental  
7mo y 8avo Piso  
Tegucigalpa, Honduras  
+504 2242-7920  
Email: [tourisminfo@iht.hn](mailto:tourisminfo@iht.hn)  
Website: [www.iht.hn/en](http://www.iht.hn/en)

### **Servicio Nacional de Sanidad e Inocuidad Agroalimentaria (SENASA)**

Blvd. Miraflores, Avenida La FAO  
Tegucigalpa, Honduras  
+504 2232-6213 or +504 2235-8425  
Email: [direccion.senasa@senasa.gob.hn](mailto:direccion.senasa@senasa.gob.hn)

### **Agencia de Regulación Sanitaria (ARSA)**

Calle Los Alcaldes, frente a City Mall  
Comayagüela D.C., Honduras  
+504 2270-6600 or +504 9354-3708  
Email: [presidencia@arsa.gob.hn](mailto:presidencia@arsa.gob.hn)

### **FAS Agricultural Affairs Office**

Avenida La Paz 11101  
Tegucigalpa, Honduras  
Phone: +504 2236-9320 ext. 4354  
Email: [AgTegucigalpa@state.gov](mailto:AgTegucigalpa@state.gov)

For more information on exporting U.S. agricultural products, please visit the Foreign Agricultural Service home page: [www.fas.usda.gov](http://www.fas.usda.gov)

## Attachments:

No Attachments