Required Report: Required - Public Distribution **Date:** June 30, 2026

Report Number: ES2026-0006

Report Name: Exporter Guide Annual

Country: El Salvador

Post: San Salvador

Report Category: Exporter Guide

Prepared By: Elvy Huezo

Approved By: Marcela Rondon

Report Highlights:

El Salvador imported $2.4 billion in consumer-oriented products from global markets in 2025, sustaining an upward trend fueled by record tourism of 4.1 million visitors. This surge in visitors drove heightened demand across hotels, restaurants, and related sectors. Salvadoran consumer habits increasingly reflect a faster-paced lifestyle, a shift consistent with a population in which 24 percent are under the age of 27. Key consumer trends shaping the market include rising demand for ready-to-eat meal options, growing interest in plant-based and high-protein beverages, and increased preference for allergen-free foods and beverages.

Executive Summary

El Salvador, the smallest country in Central America, has an estimated population of 6.4 million. The United States is its main trading partner, generating significant commercial opportunities for U.S. exporters. In 2025, El Salvador imported $4.7 billion in goods from the United States, representing a 26 percent market share while exporting $2.1 billion in goods to the United States, accounting for 31 percent of its total exports.

Consumer-Oriented Agricultural Imports

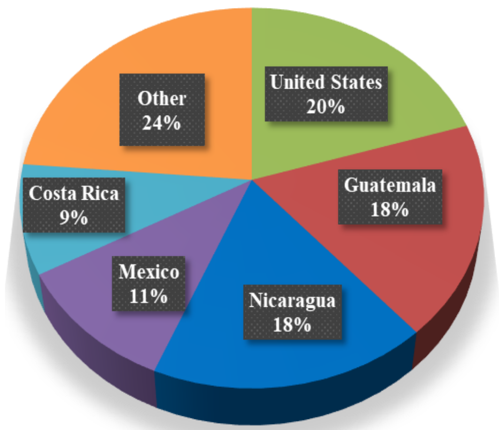


Chart 1: 2025 Top Exporting Countries to El Salvador
Source: Trade Data Monitor, LLC

Food Retail Industry

The two leading supermarket chains in El Salvador are Walmart, operating 102 stores across multiple formats, and Super Selectos, with 122 locations nationwide. Salvadoran consumers increasingly favor supermarkets over open-air markets drawn by the convenient and comfort the modern retail environment offers.

Food Processing Industry

In 2025, El Salvador imported $692 million in agricultural intermediate products, a 9 percent increase compared to 2024. Growth in the snack and beverage production industries signal a resilient market, presenting U.S. companies with compelling opportunities to introduce innovative ingredients into El Salvador's expanding food and beverage manufacturing sector.

Food Service Industry

According to Euromonitor, sales in El Salvador's hotel and catering sector reached $2.66 billion in 2025. Sustained tourism growth and the opening of new hotels and restaurants, position this sector for further expansion.

Quick Facts CY 2025

Imports of Consumer-Oriented Products: (US$ million):
US$2.4 billion

List of Top 10 Growth Ag. Products in El Salvador:

1) Corn	2) Meat of bovine boneless, fresh or chilled
3) Palm oil	4) Cheese, processed, not grated or powdered
5) Meat of bovine, boneless, frozen	6) Edible mixtures or preps. of animal or vegetable fats
7) Durum wheat, other than seed	8) Wheat and meslin
9) Prepared or preserved chicken meat, meat offal or blood	10) Milk and cream, concentrated, not sweetened.

Food Industry in Channels

Retail Food Industry	$7.9 billion
Food Service-HRI	$814 million
Food Processing	$219 million
Food and Agriculture Exports	$1.1 billion

Top Retailers

1) Super Selectos	2) Walmart
3) Pricesmart	4) Maxi Despensa
5) Despensa Familiar	6) Despensa de Don Juan

GDP/ Population

Population (millions): 6.4

GDP (billions USD): $37.98 (current prices, 2026)

GDP per capita (USD): $5,930 (current prices, 2026)

Source: Euromonitor, Trade Data Monitor, LLC, World Bank, IMF

Strengths	***Weaknesses***
A growing tourism sector and the expansion of modern supermarket outlets are driving higher demand and increasing exposure for U.S. foods and beverage brands.	The market is highly price sensitive. Despite easing inflation, external pressures such as soaring freight prices have driven up end-product prices, prompting many Salvadoran consumers to seek lower-cost alternatives.
Opportunities	***Threats***
El Salvador is not self-sufficient in food production, creating strong import demand for grain commodities, fruits, vegetables, sauces, condiments and other food preparations.	Robust competition from neighboring countries and those with existing Free Trade Agreements (FTAs) push downward pressure on export prices for agricultural products and ingredients.

SECTION I: MARKET OVERVIEW

El Salvador is the smallest country in Central America, with an estimated population of 6.4 million. The country's economy spans industry, services and agriculture, and in 2025, it demonstrated robust growth with GDP expanding 3.9 percent to reach US$36.7 billion, according to data from the Central Reserve Bank. This strong performance was driven primarily construction investment in both public and private sectors, as well as a thriving tourism industry that welcomed a record 4.1 million visitors in 2025, boosting demand across hotels and restaurants, transportation, and commerce. The United States remains El Salvador's dominant trading partner. In 2025, El Salvador imported $4.7 billion in goods from the United States, representing a 26 percent market share, while exporting $2.1 billion in goods to the United States, equivalent to 31 percent of its total exports.

Population and Key Demographic trends

The Multipurpose Household Census 2025 revealed that approximately 62 percent of the population lives in urban areas. About 2.5 million people reside in the San Salvador metropolitan area, which includes major cities from La Libertad—home to luxury real estate developments and high-end shopping malls. Notably, 24 percent of the population has an average age of 27 years, a demographic that actively seeks trendy and healthier food options.

Euromonitor's July 2025 report, *Income and Expenditure: El Salvador* also points out that Mid-Lifers are projected to become predominant in the top-income band by 2029, shaping luxury spending patterns in El Salvador.

Size of economy, purchasing power & consumer behavior

Remittances represent a cornerstone of El Salvador's economy, which according to official data from the Central Reserve Bank, remittances inflow, reached a record of almost $10 billion in 2025, equivalent to 24 percent of GDP. As noted by El Diario de Hoy (in Spanish) this figure surpassed other key sources of external income—such as exports, foreign direct investment, and international tourism. The United States is the primary origin of these inflows, functioning as a vital transnational economic link that underpins the country's financial stability and the daily lives of a significant share of the population. The Central Reserve Bank reports that 26 percent of Salvadoran households receive remittances—a dynamic that meaningfully expands consumer purchasing power and supports demand for imported food products.

Looking ahead, Euromonitor's July 2025 report, *Income and Expenditure: El Salvador*, projects that San Salvador will remain the country's largest consumer market by 2029, accounting for 32.9 percent of total consumer spending. The report further forecasts that food and non-alcoholic beverages will be the largest consumer spending category by that year.

Chart 1

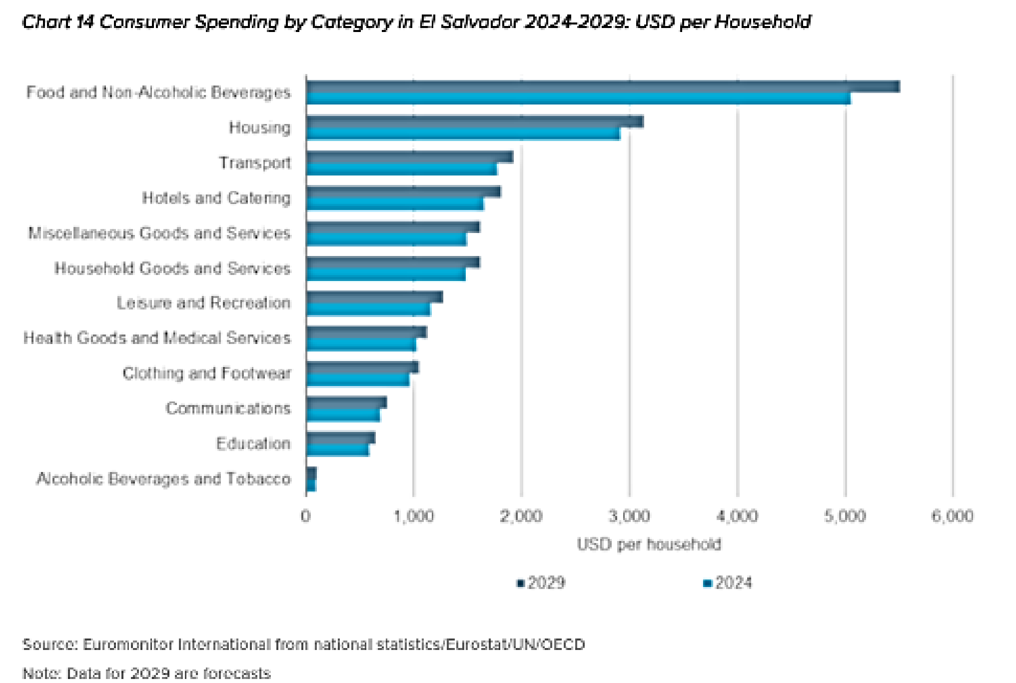
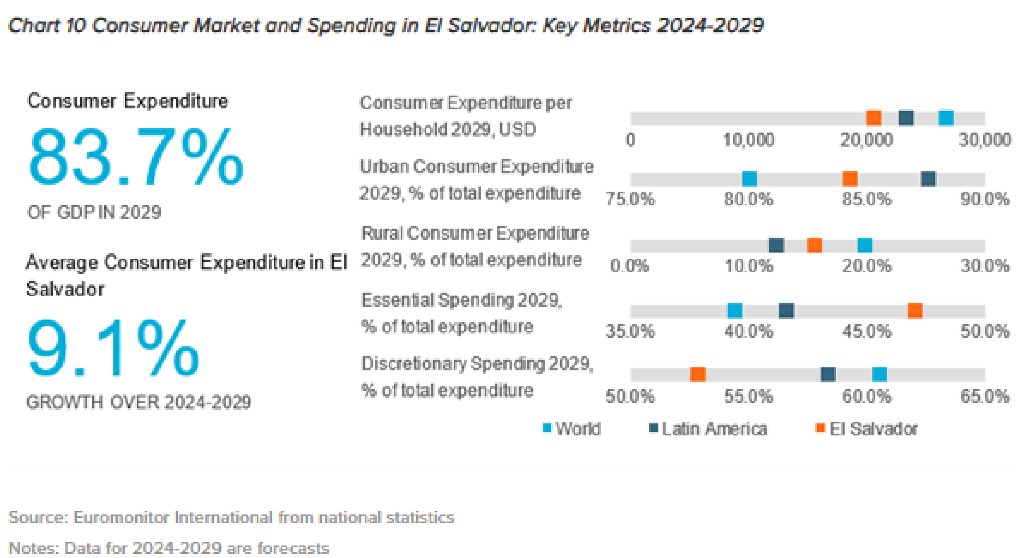


Chart 2



Overall Business Climate

Tourism has transformed and consolidated as another key pillar of El Salvador's economy, attracting both local and foreign investment. In 2025, the country welcomed a historic total of 4.1 million visitors, generating more than $3.6 billion in national income according to La Prensa Grafica-Spanish only. Much of this growth has been driven by the remodeling of the Historic Center of San Salvador, the development of Surf City, and the marked improvement in public safety, as highlighted in an analysis of the Salvadoran economy by the consulting firm, Central American Group.

That same article highlights upcoming events that will boost even further this sector, such as a wave of private investment including five-star hotels. Notable developments include the recently inaugurated City Centro by Marriott located at the Historic Center of downtown San Salvador, and the forthcoming JW Marriott San Salvador, and a wave of boutique hotels along the country's eastern coast. By 2030, the hotel sector is projected to require 10,000 additional rooms, underscoring the need to accelerate investment. For U.S. food and beverage exporters, this expansion represents a significant opportunity to increase sales to both the hotel, restaurant, and institutional (HRI) sector and the broader consumer market.

Recent Trends

Salvadoran eating habits are increasingly shaped by a faster-paced lifestyle. The COVID-19 pandemic and rising traffic congestion in metropolitan areas have prompted some companies to offer full teleworking or hybrid work arrangements —a shift that has driven greater demand for meals consumed outside the home and ready-to-eat options, as well as plant-based products and high-protein beverages and foods for home consumption. The restaurant sector has responded by expanding menus to include healthier and allergen-free choices. Supermarkets have broadened their offerings to feature gluten-free, vegan, and sugar-free products. Small, specialized gourmet stores often owned by prominent nutritionists who serve as influential voices among younger consumers have emerged to meet this evolving demand.

International cuisine is increasingly gaining popularity among El Salvador's growing middle class, many of whom are frequent travelers. According to Euromonitor, working Salvadorans spent an average of $428 per household per month on food and non-alcoholic beverages in 2025, a 5 percent increase over 2024.

Table 1

Consumer Expenditure by Economic Status of Household Head					
Category	**Categorization Type**	**Unit**	**2024**	**2025**	**2025 Monthly**
Consumer Expenditure on Food and Non-Alcoholic Beverages	Employee	USD per household	$ 4,970.30	$ 5,137.90	$428
	Employer and Self-Employed		$ 5,341.60	$ 5,527.40	$461
	Unemployed		$ 4,415.10	$ 4,563.50	$380
	Other		$ 4,640.80	$ 4,798.90	$400

Source: Euromonitor/FAS El Salvador

Table 2

Advantages and Challenges of Exporting Agricultural Products to El Salvador	
Advantages	**Challenges**
U.S. agricultural and food products enjoy strong demand in El Salvador’s HRI sector, bolster by a well-stablished reputation for quality and food safety.	U.S. agricultural and food products are often priced higher than regional alternatives, facing stiff competition from Guatemala, Canada, Mexico, and Chile.
Major retailers and distributors are expanding and upgrading their distribution systems, adding more warehouse capacity and improved cold chain technology to support high-value imports.	Importers frequently purchase in small quantities to test the market, but U.S. companies are generally reluctant to export in such limited volumes.
The implementation of CAFTA-DR has reduced or eliminated tariffs on most U.S. food products, improving their price competitiveness in the Salvadoran market.	High marketing costs, including advertising, discounts, and promotional giveaways, pose a significant challenge to introducing new products to Salvadoran consumers.
A growing tourism sector and the continued expansion of modern supermarkets are driving higher demand and visibility for U.S. food and beverage brands.	The high cost of El Salvador’s basic food basket constraints the affordability of U.S. food products, limiting their reach across a broader customer base.

SECTION II. EXPORTER BUSINESS TIPS

Market Research

Successfully entering the Salvadoran market requires strong local representation and well-established personal connections. Local partners offer valuable advantages, including deep market insight, up-to-date knowledge of business practices and import regulations, access to key industry contacts, and expertise in market development strategies.
The Government of El Salvador’s investment promotion agency provides insight into why and how to invest in the country. For details visit their website: https://investinelsalvador.gob.sv/

Local Business Customs and Trends

El Salvador’s business culture is formal, particularly in initial interactions. Exchanging business cards at first meetings is customary, and proper etiquette is expected, including the use of formal titles and a handshake both at the beginning and end of each encounter. First names should be reserved until a professional relationship is firmly established. Individuals should be addressed *Señor* or *Señora* followed by their surname (e.g., Señor Gómez, Señora Ramírez).

U.S. exporters are encouraged to engage with Salvadoran buyers participating in U.S. trade shows or Cooperator-led trade missions, as these individuals are typically experienced professionals with strong potential to expand their U.S. product portfolios.

Additional recommendations for U.S. exporters include:

- **Supporting local importers** with in-store promotions and point-of-sale materials.
- **Favoring shipments from the Miami area**, as preferred by most importers; consolidated shipments are ideal for smaller volumes.
- **Collaborating closely with importers** to facilitate product registration and ensure smooth market entry.
- **Traveling to El Salvador** to meet prospective clients, observe market dynamics firsthand, and develop deeper understanding of evolving consumer preferences.

General Consumer Tastes and Trends

The Salvadoran consumer is increasingly practical, discerning, and technology-driven, prioritizing value relative to price amid economical constraints. Many households are gravitating toward smaller format of branded products for everyday use and larger options for mass consumption items.

According to a news article citing the market research report "Central America Trends 2026" from Worldpanel by Numerator, one of their defining findings is the sustained growth of the omnichannel shopping. Between 2020 and 2025, the average Central American shopper expanded their use of shopping channels from 12 to 18.4, a trend expected to accelerate through 2026. In El Salvador, this is reflected in consumers who strategically distribute their purchases across multiple locations based on their specific needs. Convenience stores, e-commerce platforms, and pharmacies are projected to gain further prominence in 2026.

The report underscores a clear trajectory: the Salvadoran consumer will become increasingly intentional in their purchasing decisions, comparing more options, navigating more channels, and prioritizing value in a competitive economic environment.

SECTION III. IMPORT FOOD STANDARDS, REGULATIONS AND PROCEDURES

Customs Clearance

Product clearance through Salvadoran customs typically involves a customs inspector, a customs officer, and an inspector from the Ministry of Health (MINSAL) for processed food products and from the Ministry of Agriculture (MAG) for fresh fruits and vegetables and grains. English is the standard language used on import documents, and the clearance process generally takes between three to five days. Most importers work with a licensed customs agent to streamline procedures. El Salvador maintains a multi-stage appellate process exists for contesting customs rejections or unfavorable decisions. Importers can file an administrative appeal with the General Directorate of Customs within 10 days of their rejection, with the option for further appeals to the Court of Appeals of Internal Taxes and Customs.

Documents Generally Required by the Country Authority for Imported Food

The Government of El Salvador (GOES) now requires all importers to be registered with the Superintendency for Sanitary Regulations (SRS), a newly established authority that replaced the Ministry of Health (MINSAL) in overseeing food and beverage registration as of August 2024. Importers must register each product and provide product size information to confirm suitability for human consumption. Once approved, product registrations are valid for five years.
All registration requests must be submitted through SRS's online system, SISAM (in Spanish; credentials required), which is the sole authorized system for food and beverage import permit applications. This digital process has significantly reduced processing time, with permits typically issued **in under three minutes**.
Most products are subject to laboratory testing by SRS, both during both initial registration and routine inspections. However, in April 2025, SRS revised its regulations for **low-risk products (categories B and C)**. These products now require only a sanitary export certificate from the official regulatory body in the country of origin, eliminating the need for quality control lab analysis at registration or for subsequent modifications.

To further streamline the process, in May 2025, SRS authorized the use of **accredited third-party laboratories** for quality control testing of **high-risk (category A) products**, previously restricted to MINSAL's laboratory. On May 5, 2025, El Salvador published the "Law on the Protection of Plant Health, Animal Health, and the Safety of Unprocessed Foods of Plant or Animal Origin" in the Official Gazette, clarifying the division of regulatory responsibilities: the Ministry of Agriculture and Livestock oversees the safety of unprocessed plant and animal products, while SRS regulates and monitors all processed and semi-processed foods and beverages intended for human consumption.

For U.S. products, both regulatory agencies, SRS and the Ministry of Agriculture recognize official U.S. federal export certificates, including the Food Safety and Inspection Service (FSIS) 9060-5 certificate for raw and processed meats, FDA certificates for processed products, and NOAA certificates for seafood.

For complete guidance on import requirements, refer to the Food and Agricultural Imports Regulations and Standards (FAIRS) GAIN Report and
and the FAIRS Export Certificate Report.

Country Language Labeling Requirements

U.S.-labeled food products are commonly found throughout El Salvador's distribution chain. Until bilingual Spanish/English labeling becomes mandatory, The Government of El Salvador requires a Spanish-language sticker that includes the list of ingredients, method of production, and expiration date. Expiration dates are mandatory for all processed products; for high-value and fresh products, both the manufacturing and expiration dates must be provided. A certificate of origin is required for all imported products under a free trade agreement.

Nutritional labeling is governed by the Central American Technical Regulation RTCA 67.01.60:10 (in Spanish), which requires imported food products to include a supplementary nutritional label in Spanish.

Tariffs and Free Trade Agreements

El Salvador remains committed to free markets and a diversified export-oriented economy. It is a member of the World Trade Organization (WTO) and signatory to 10 free trade agreements (in Spanish).

On August 20, 2018, El Salvador officially joined the Guatemala-Honduras Customs Union. Most U.S. food products enjoy duty-free access to the Salvadoran market under CAFTA-DR. Since January 2025, El Salvador has eliminated tariffs on dairy products. White corn continues to be managed under a Tariff Rate Quota (TRQ) system administered by the Ministry of Economy's Free Trade Administration Division (DATCO), with the quota increasing by 700 metric tons per year since 2021. For a detailed TRQ phase-out schedule, please refer to the El Salvador General Notes and Appendix I at the Office of the United States Trade Representative website.

On January 29, 2026, the United States and El Salvador signed an **Agreement on Reciprocal Trade**, further strengthening their longstanding economic relationship, and building upon CAFTA-DR, which entered into force both countries in 2006.

Key commitments under the Agreement include:

- **Non-tariff barrier reduction**: El Salvador has committed streamlining regulatory requirements and approvals for U.S. exports, simplifying certificates of free sale requirements, accepting electronic certificates, removing apostille requirements, and expediting product registration processes.
- **Agricultural market access**: El Salvador committed to addressing and preventing barriers U.S. agricultural products in its market, including the acceptance of certificates issued by U.S. regulatory authorities.
- **Intellectual property protections**: El Salvador committed to advancing key international intellectual property treaties and ensuring transparency and fairness regarding geographical indications, while guaranteeing that market access for U.S. agricultural exporters will be restricted based on access for U.S. agricultural exporters will not be restricted solely on the use of certain cheese and meat terms.
- **Trade facilitation**: El Salvador committed to continuing to facilitate trade and to adopting and implementing good regulatory practices.

Trademarks and Patents Market Research

Exclusive trademark rights in El Salvador are obtained by registering a branded product with the National Registry Center (CNR). Trademark registrations are granted for ten years and can be renewed indefinitely for equivalent periods.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

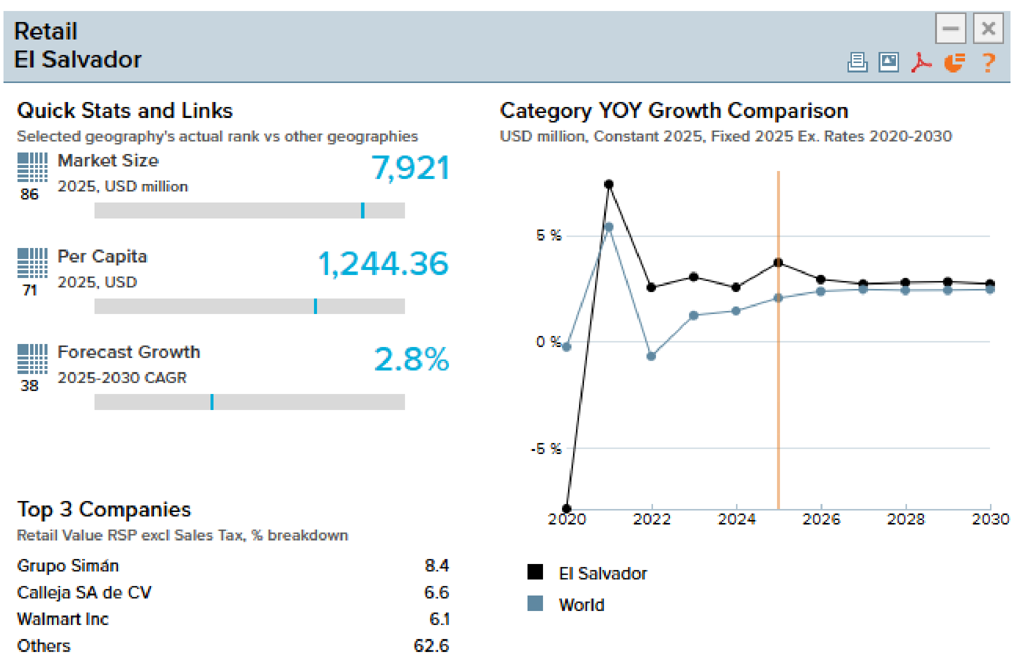
Salvadoran consumers are generally receptive to new food brands, particularly specialty and international products. However, a successful market entry continues to depend on product education, especially around health benefits, as well as cooking demonstrations and tastings. The retail sector continues to be a major growth driver in El Salvador, supported by rising purchasing power fueled by steady remittance flows and expanding consumer credit. The influence of American culture is significant: the large Salvadoran diaspora in the United States has cultivated strong demand for U.S. food brands and contributed to the widespread presence of U.S. fast food franchises throughout the country.

Food Retail

The COVID-19 pandemic accelerated the digital transformation of large retailers, leading to the expansion of e-commerce platforms across the sector. Health-conscious consumer trends are simultaneously reshaping the market with growing demand for plant-based items, beverages with natural sugar substitutes (e.g., stevia, monk fruit), and keto-friendly options, are increasingly popular. Additionally, since the implementation in late December 2024 of the "Zero Tolerance for Alcohol" law for drivers has spurred demand for non-alcoholic beer, spirits, and mocktail-friendly juices.

For a comprehensive overview of opportunities for U.S. consumer-oriented products in El Salvador, please refer to our [Retail Foods GAIN Report](#).

Chart 3



Source: Euromonitor

Links to access retailer information:

Company Name	Website
Grupo Siman	https://sv.siman.com/
Grupo Calleja S.A. de C.V. (Super Selectos)	www.superselectos.com
Walmart Mexico y Centroamerica	https://www.walmart.com.sv/
Pricesmart	https://www.pricesmart.com/es-sv

Food Processing

El Salvador relies heavily on imports of food ingredients, and the manufacturing sector has increased activity in oils, dairy products, milling and bakery products, sectors considered strategic both for their industrial significance and their direct link to the agricultural sector. **Snacks and non-alcoholic beverages** represent the primary products manufactured in El Salvador for both domestic consumption and export. For more information, please refer to our Food Processing Ingredients GAIN Report.

Food Service-Hotel, Restaurant, Institutional

El Salvador's food service sector is closely tied to its expanding tourism industry and currently represents the strongest near-term opportunity for new U.S. food product sales. Plans to expand hotel capacity to exceed 10,000 rooms by 2030 will further accelerate demand accross this sector.

The restaurant segment is experiencing significant growth across multiple categories. High-end international cuisine restaurants are expanding alongside experiential specialty coffee shops—such as Alquimia Coffee, ranked #3 among the World's 100 Best Coffee Shops—and boutique bistro-style restaurants located at tourist attraction sites. These venues, ranging from large established franchises to small gourmet concepts, serve as popular gathering spots for breakfast, casual dining, and informal business meetings. This growth has increased demand for specialty meat cuts, dairy products (bulk or food service presentations), baked goods, smoothie preparations, cocktails, syrups, fresh and frozen fruit, and fruit juices or concentrates.

Commercial development is also expanding. A notable example is Millennium Plaza, which at the moment is the tallest building in San Salvador, featuring 24 office floors, three shopping levels, and a diverse selection of restaurants and coffee shops. In July 2025, the complex opened one of their main tourist attractions: the Millennium Skydeck, a 361-foot observation tower offering panoramic city views, a restaurant, and a lounge. Developments of this scale present excellent opportunities to showcase and promote imported food and beverage products.

For more information on this thriving sector, please refer to our Food Service-Hotel, Restaurant Institutional GAIN Report.

Table 3

El Salvador Best Consumer-Oriented Product Prospects Imports from World (US$ Millions)			
Category	**2023**	**2024**	**2025**
Dairy products	$ 402	$ 409	$ 456
Beef & beef products	$ 221	$ 242	$ 292
Bakery goods, cereals, & pasta	$ 167	$ 175	$ 186
Fresh fruit	$ 117	$ 129	$ 143
Fresh vegetables	$ 83	$ 91	$ 101
Processed vegetables	$ 73	$ 86	$ 90
Pork & pork products	$ 61	$ 74	$ 85
Poultry meat & prods. (ex. eggs)	$ 61	$ 67	$ 79
Distilled spirits	$ 44	$ 40	$ 46
Chewing gum & candy	$ 33	$ 36	$ 40

Source: Trade Data Monitor, LLC.

These categories have grown consistently over the past three years and align with the trends and best-performing sectors for U.S. food and beverage products described earlier. Hotels, restaurants, and catering services drive this growth as the main buyers of dairy, meats (beef, pork, and poultry), fresh and processed vegetables, and liqueurs to serve their expanding clientele.

Competitive Situation

In the El Salvador's consumer-oriented products market, the United States faces meaningful competition from Central American countries—particularly Guatemala, Nicaragua, and Costa Rica—as well as from Mexico and Chile. Nevertheless, U.S. brands are well-positioned to maintain and grow market share by deepening their understanding of Salvadoran consumer preferences, conducting in-market visits to assess retail environments, and implementing targeted marketing strategies. Building on the consumer trends outlined above, the United States is well-positioned to expand in the following categories, which have demonstrated consistent volume growth, over the past three years:

Table 4

Competitors to U.S. Consumer-Oriented Product Best Prospects in El Salvador (Metric Tons)						
Category	**2023**	**2024**	**2025**	**Main Competitor**	**Competitor's Exports (2025)**	**U.S. Exports (2025)**
Fresh vegetables*	440,994	436,882	484,334	Guatemala	382,037	3,106
Fresh fruit	323,186	336,814	351,353	Guatemala	148,656	10,332
Dairy products	125,275	131,533	141,396	Nicaragua	54,337	17,773
Bakery goods, cereals, & pasta	71,962	72,742	74,394	Guatemala	36,743	5,699
Beef & beef products	37,054	40,283	46,253	Nicaragua	34,643	1,466
Condiments & sauces	37,512	41,501	42,045	Guatemala	12,450	11,822
Dog & cat food**	40,181	40,445	39,482	Guatemala	18,688	2,625
Beer	29,410	28,935	35,224	Mexico	19,291	5,060
Fruit & vegetable juices	20,916	19,762	20,670	Guatemala	10,463	383
Processed fruit	17,686	17,981	19,009	Chile	6,137	787

** Slight decrease in imports during 2024 but recovered by 11 percent in 2025.*
***Slight decrease in imports during 2025, but still, it's a category with high potential to grow.*
Source: Trade Data Monitor, LLC.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

In 2025, El Salvador imported $3.7 billion in agricultural food products from global suppliers, a 13 percent increase from 2024. As illustrated in Tables 5 and 6 below, **Consumer-Oriented products** experienced the most growth in both value and quantity, driven largely by the tourism sector's surge, which prompted restaurants and hotels to increase procurement to meet the demands of both international and local visitors.

The Bulk category also recorded substantial growth, reflecting the manufacturing sector's recovery in the manufacturing sector following years of stagnation. Manufacturers are now actively pursuing innovation to satisfy the expectations of an increasingly informed Salvadoran consumers base and to strengthen their export offerings.

Table 5

EL SALVADOR TOTAL GLOBAL AGRICULTURAL IMPORTS 2025

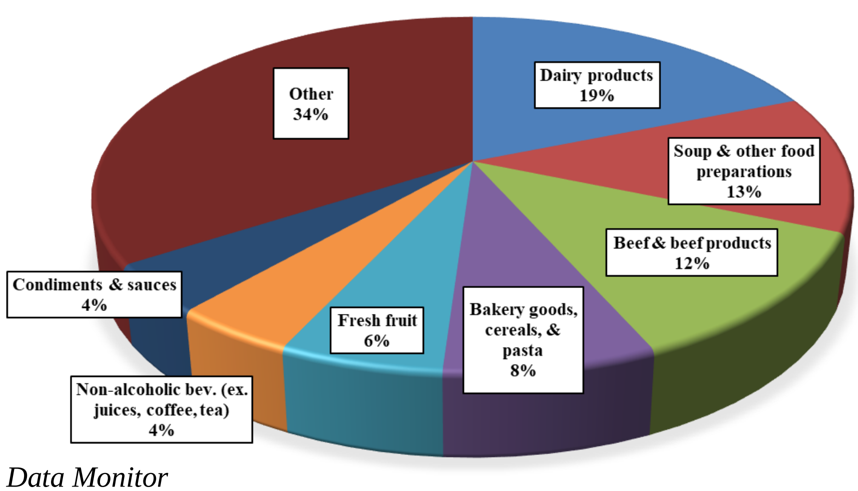
Category	Total Value 2025	Total Value 2024	Change 2025/2024
Bulk	$ 605,699,338	$ 501,071,649	21%
Intermediate	$ 691,664,447	$ 632,601,871	9%
Consumer Oriented	$ 2,421,415,115	$ 2,209,914,185	10%
Total:	**$ 3,718,778,900**	**$ 3,343,587,705.00**	**13%**

Table 6

EL SALVADOR TOTAL GLOBAL AGRICULTURAL IMPORTS 2025 (in metric tons)			
Category	**Total Quantity 2025**	**Total Quantity 2024**	**Change 2025/2024**
Bulk	1,571,512	1,206,684	30%
Intermediate	764,070	662,418	15%
Consumer Oriented	1,616,464	1,538,455	5%
Total:	**3,952,046**	**3,407,557**	**17%**

Chart 4

2025 EL SALVADOR TOP CONSUMER-ORIENTED FOOD IMPORTS FROM WORLD



Source: Trade Data Monitor

Table 7 highlights the product categories with the highest percentage growth over the past five years. Bulk and Intermediate categories dominate the list, reflecting the strengthening of El Salvador's manufacturing sector. Among Consumer-Oriented products, non-alcoholic beverages stand out with 36 percent growth in 2025, a performance likely tied to the implementation of the "Zero Alcohol" law discussed earlier.

Table 7

EL SALVADOR GLOBAL AGRICULTURAL IMPORTS TOP 10 PRODUCTS WITH HIGHEST GROWTH 2021-2025 (in metric tons)						
PRODUCT	**2021**	**2022**	**2023**	**2024**	**2025**	**Growth last 5 yrs.**
Corn (maize), other than seed corn	605,958	732,233	722,720	727,036	936,048	54%
Soybean oilcake and other solid residues resulting from the extraction of soybean oil, whether or not ground or in the form of pellets	217,808	235,347	229,973	231,647	293,453	35%
Durum wheat, other than seed	103,546	218,613	182,368	151,473	216,367	109%
Other non-alcoholic beverages (except water, non-alcoholic beer and items of heading 20.09)	70,362	97,836	87,902	92,022	95,618	36%
Palm oil and its fractions, refined but not chemically modified	59,061	57,429	59,130	69,328	79,793	35%
Kidney beans, including white pea beans (phaseolus vulgaris), dried shelled, including seed	28,743	32,832	40,407	46,371	46,371	61%
Edible mixtures or preparations of animal or vegetable fats or oils or of fractions of different fats and oils covered by headings 1501 through 1515	33,450	36,119	31,356	33,331	41,032	23%
Malt, not roasted	15,673	23,358	27,189	36,301	40,662	159%
Bread, pastry, cakes, biscuits and similar baked products, nesoi, and puddings, whether or not containing chocolate, fruit, nuts or confectionary	24,064	26,604	25,521	27,912	29,026	21%
Rice, broken	11,043	17,413	15,512	17,734	27,322	147%

Source: Trade Data Monitor, LLC

SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

Agency:	**Superintendencia de Regulacion Sanitaria (Superintendency of Sanitary Regulations)**
Contact:	Ing. Josué Daniel López Torres
Address:	Blvd. Merliot y Avenida Jayaque, Edificio SRS, Urbanizacion Jardines del Volcán, Santa Tecla, La Libertad, El Salvador
Phone:	00 +503 2522-5021
Email:	consultas.impo_expo@srs.gob.sv
Web:	https://www.srs.gob.sv/
Agency:	**Ministerio de Agricultura y Ganadería (Ministry of Agriculture and Livestock)**
Contact:	Ing. Teodoro Gonzalez
Address:	Final 1ª. Avenida Norte, 13 Calle Oriente y Av. Manuel Gallardo Santa Tecla, La Libertad, El Salvador
Phone:	00 +503- 2210-1775
Email:	teodoro.gonzalez@mag.gob.sv
Web:	www.mag.gob.sv

El Salvador Agricultural Affairs Office	
Address: U.S. Embassy San Salvador Blvd. Santa Elena, Antiguo Cuscatlán La Libertad, El Salvador	**Phone:** +503 2501-2999, ext. 3412, 3414 **Email:** AgSanSalvador@usda.gov

For additional information on exporting to El Salvador, please visit the Foreign Agricultural Service homepage at www.fas.usda.gov

Appendix I

Please see this BICO report that shows U.S. agricultural exports to El Salvador from 2020 to 2025:

El Salvador Imports from United States
Agricultural & Related Products
Calendar Year: 2020-2024 and January-December: 2024,2025
(in millions of dollars)

Import Market: El Salvador	Calendar Year (January-December)					January - December		
Product	**2020**	**2021**	**2022**	**2023**	**2024**	**2024**	**2025**	**%Δ**
Bulk Total	262.93	331.74	421.52	309.69	291.18	291.18	333.85	14.65
Wheat	63.95	46.99	99.77	20.75	29.85	29.85	38.42	28.71
Corn	120.48	168.92	175.77	171.54	126.97	126.97	184.84	45.58
Coarse Grains (ex. corn)	0.12	0.02	0.17	0.17	0.18	0.18	0.12	-35.6
Rice	22.44	31.01	17.68	21.04	35.02	35.02	28.12	-19.72
Soybeans	0.01	0.02	0.04	0.04	0.02	0.02	0.02	0.89
Rapeseed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4150
Oilseeds NESOI	0.02	0.04	0.03	0.04	0.05	0.05	0.04	-4.1
Cotton	51.46	77.50	122.91	88.05	92.20	92.20	76.37	-17.17
Peanuts	0.00	0.00	0.00	0.00	0.00	0.00	0.24	1811969.23
Pulses	4.23	3.60	5.01	6.46	6.26	6.26	5.16	-17.59
Coffee, Unroasted	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-61.43
Cocoa Beans	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
Other Bulk Commodities	0.23	3.64	0.13	1.60	0.63	0.63	0.52	-18.22
Intermediate	129.84	173.47	202.81	186.26	149.55	149.55	168.94	12.96
Soybean meal	80.43	108.45	128.89	127.26	89.72	89.72	102.27	13.99
Oilseed Meal/Cake (ex. soybean)	0.03	0.00	0.01	0.00	0.01	0.01	0.12	1074.89
Soybean Oil	9.97	11.10	9.27	0.66	1.41	1.41	6.86	385.35
Other Feeds & Fodders	6.26	9.91	9.72	9.35	9.61	9.61	9.07	-5.63
Palm Oil	0.00	0.00	0.00	0.02	0.28	0.28	0.33	19.07
Vegetable Oils NESOI	3.94	4.82	7.17	5.77	6.33	6.33	6.64	4.91
Distillers Grains	14.09	19.31	27.14	20.28	17.09	17.09	17.61	3.01
Hay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.18
Live Animals	5.32	5.58	6.70	7.33	8.54	8.54	8.56	0.25
Hides & Skins	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
Milled Grains & Products	0.48	0.60	0.40	0.59	0.75	0.75	0.90	19.95
Industrial Alcohols & Fatty Acids	0.28	0.30	0.22	0.30	0.66	0.66	0.53	-19.86
Animal Fats	0.64	1.14	1.14	1.08	1.00	1.00	0.89	-11.08
Essential Oils	4.65	7.24	6.83	8.16	7.68	7.68	8.37	8.98
Dextrins, Peptones, & Proteins	0.54	1.20	1.11	1.59	2.03	2.03	2.97	45.96
Ethanol, incl. bev.	0.02	0.02	0.04	0.03	0.00	0.00	0.02	793.08
Sugars & Sweeteners	0.30	0.53	0.26	0.19	0.19	0.19	0.26	35.57
Planting Seeds	0.68	0.61	0.84	0.71	0.72	0.72	0.65	-10.38
Other Intermediate Products	2.22	2.66	3.08	2.92	3.52	3.52	2.90	-17.66
Consumer-Oriented	239.56	322.93	348.59	364.02	447.07	447.07	489.93	9.59
Bakery Goods, Cereals, & Pasta	18.00	19.63	22.22	21.65	22.08	22.08	22.12	0.2
Beef & Beef Products	6.82	10.75	12.66	11.34	9.69	9.69	11.27	16.3
Pork & Pork Products	25.70	45.28	45.29	52.79	65.39	65.39	77.45	18.45
Beer	2.30	8.07	13.95	5.84	5.52	5.52	5.67	2.66
Chewing Gum & Candy	1.71	2.19	2.63	3.51	3.00	3.00	3.23	7.7
Poultry Meat & Prods. (ex. eggs)	18.34	30.72	25.62	30.51	34.27	34.27	33.69	-1.69
Meat Products NESOI	5.08	6.80	8.16	8.84	10.41	10.41	11.57	11.14
Eggs & Products	2.09	3.88	0.26	0.53	0.18	0.18	0.00	-99.75
Mfg. Tobacco	0.07	0.08	0.01	0.01	0.06	0.06	0.88	1341.23
Dairy Products	24.00	33.95	46.46	47.87	59.13	59.13	74.85	26.6
Fresh Fruit	18.63	15.74	12.74	11.94	17.61	17.61	19.66	11.67
Processed Fruit	2.86	3.79	4.39	3.06	3.19	3.19	3.60	12.75
Fresh Vegetables	0.84	0.76	0.68	0.76	1.56	1.56	2.18	39.32
Processed Vegetables	17.26	23.58	31.05	30.48	33.04	33.04	34.06	3.08
Fruit & Vegetable Juices	0.66	0.73	0.74	1.05	0.90	0.90	0.89	-1.67
Soup & Other Food Preparations	42.64	50.38	48.33	56.14	80.17	80.17	79.45	-0.9
Tree Nuts	4.58	4.83	5.61	5.45	6.35	6.35	7.28	14.65
Wine & Related Products	0.47	0.82	0.93	0.94	0.79	0.79	0.84	6.05
Chocolate & Cocoa Products	9.41	11.60	12.32	12.73	14.73	14.73	15.32	4.01
Condiments & Sauces	16.35	22.19	24.40	29.14	34.15	34.15	38.03	11.36
Spices	1.04	1.60	1.61	1.74	2.01	2.01	1.75	-12.88
Tea	1.02	1.30	1.25	1.06	6.95	6.95	7.41	6.62
Coffee, Roasted and Extracts	1.00	1.53	1.79	2.23	2.26	2.26	2.70	19.84
Non-Alcoholic Bev. (ex. juices, coffee, tea)	13.31	15.13	16.08	15.90	25.17	25.17	25.39	0.87
Dog & Cat Food	4.25	5.87	7.30	6.43	6.85	6.85	7.15	4.26
Distilled Spirits	1.09	1.71	2.07	2.08	1.58	1.58	3.48	120.06
Nursery Products & Cut Flowers	0.03	0.03	0.05	0.01	0.03	0.03	0.02	-27.25
Ag Related Products	2.43	2.66	3.32	6.61	9.56	9.56	9.49	-0.76
Biodiesel & Blends > B30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
Forest Products	0.95	0.99	1.49	1.67	2.13	2.13	5.70	167.94
Seafood Products	1.48	1.67	1.84	4.94	7.43	7.43	3.79	-49.05
Agricultural Products	631.25	826.44	970.85	857.89	886.23	886.23	989.24	11.62
Agricultural & Related Products	633.68	829.10	974.17	864.50	895.78	895.78	998.73	11.49

Source: Trade Data Monitor, LLC.

Attachments:

No Attachments