

Laundry Care in Guatemala

Market Direction | 2023-02-01 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Fabric softeners experienced a growing share in laundry care in 2022. Brands in this category are available via both supermarkets and small local grocers in a wide variety of presentations. The smallest of these are 80ml sachets that sell via small local grocers at accessible prices of GTQ2.50 per sachet while supermarkets tend to focus more on family size packs.

Euromonitor International's Laundry Care in Guatemala market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Laundry Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Laundry Care in Guatemala
Euromonitor International
February 2023

List Of Contents And Tables

LAUNDRY CARE IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Popularity grows for fabric softeners even among those who do not own a washing machine

Commoditisation of antibacterial features

Standard powder detergent evolving into a multi-purpose product

PROSPECTS AND OPPORTUNITIES

Multi-purpose strategy continues expanding in laundry care in Guatemala

Accessibility and local knowledge enhance Industria La Popular's leading position

Private label gains ground in laundry care over the forecast period

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2017-2022

Table 3 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 4 Sales of Laundry Aids by Category: Value 2017-2022

Table 5 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 6 Sales of Laundry Detergents by Category: Value 2017-2022

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 8 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 9 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 10 NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 11 LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 12 NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 14 Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

HOME CARE IN GUATEMALA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 Households 2017-2022

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2017-2022

Table 18 Sales of Home Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Care: % Value 2018-2022

Table 20 LBN Brand Shares of Home Care: % Value 2019-2022

Table 21 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 22 Distribution of Home Care by Format: % Value 2017-2022

Table 23 Distribution of Home Care by Format and Category: % Value 2022

Table 24 Forecast Sales of Home Care by Category: Value 2022-2027

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Laundry Care in Guatemala

Market Direction | 2023-02-01 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com