

Surface Care in Guatemala

Market Direction | 2023-02-01 | 18 pages | Euromonitor

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Report description:

Colgate-Palmolive Centroamerica continued as the outright leader in surface care in 2022, thanks to its three leading brands, Fabuloso, Ajax and Azistin. As competition is fierce in surface care, the company's brands even compete against each other, offering vast portfolios of products available in a variety of pack sizes and aromas. Fabuloso continued to hold the highest brand share and towards the end of the review period, Colgate-Palmolive launched Fabuloso Alternativa al Cloro, and Fabuloso...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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

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Colgate-Palmolive remains ahead in surface care with its Fabuloso brand available via a variety of channels and presentations

Packaging and smaller formats become more important elements in surface care in 2022

Bathroom cleaners suffers from supply chain issues and subsequently a decline in demand

PROSPECTS AND OPPORTUNITIES

Colgate-Palmolive Centroamerica maintains category lead over the forecast period

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