

Toilet Care in Guatemala

Market Direction | 2023-02-01 | 16 pages | Euromonitor

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Report description:

In-cistern devices is experiencing positive growth in Guatemala. Consumers are adopting new formats of in-cistern devices in gel presentations while also maintaining sales of traditional formats. The presence of economy brands, including Flash, Bref, and private label offerings such as Walmart's Suli and Great Value are also expanding. Guatemalan consumers are becoming more interested in these products which is supporting the category, especially given the new technology being launched and more...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

Why buy this report?

- * Get a detailed picture of the Toilet 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.

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Positive performance for in-cistern devices thanks to the development of new technology and accessibly-priced private label offerings

Toilet/liquids foam continues to lead toilet care

SC Johnson maintains its leading position

PROSPECTS AND OPPORTUNITIES

Little innovation over the forecast period as the consumer base is limited

Modern grocery retailers characterise distribution due to lack of demand among low socioeconomic groups

Stable growth trend driven mainly by in-cistern devices via supermarkets, the development of which also stimulates sales of private label

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