

## **Wipes in Guatemala**

Market Direction | 2023-03-10 | 20 pages | Euromonitor

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### **Report description:**

Baby wipes is the most developed wipes category in Guatemala. Consumers from all income groups use baby wipes largely when changing diapers, but also for other uses, such as cleaning children's faces. Retail volume sales of baby wipes saw a marked increase in 2022 as consumers spent more time on the go post-pandemic. Huggies leads this category with a robust portfolio offering different price ranges, followed by Pampers in second position with a wide portfolio and a more premium positioning. The...

Euromonitor International's Wipes in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Wipes 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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Euromonitor International  
March 2023

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Facial cleansing wipes growing in popularity  
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