

Retail E-Commerce in Guatemala

Market Direction | 2023-03-28 | 16 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Prior to 2020, e-commerce in Guatemala had been experiencing steady growth over the years, but adoption rates remained relatively low. However, the COVID-19 pandemic triggered a surge in e-commerce sales, particularly among more affluent consumers who were forced to rely on online shopping due to stay-at-home measures and travel restrictions. This trend continued in 2021, with e-commerce sales growth remaining strong. Surprisingly, this trend also continued in 2022, with year-on-year growth even...

Euromonitor International's Retail E-Commerce in Guatemala report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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.

Table of Contents:

Retail E-Commerce in Guatemala

Euromonitor International

March 2023

List Of Contents And Tables

RETAIL E-COMMERCE IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Guatemalan consumers embrace e-commerce fully

E-commerce, an increasingly important channel for tobacco sales

Pure e-commerce players benefit from retailers' lack of investment during the pandemic

PROSPECTS AND OPPORTUNITIES

E-commerce growth in Guatemala: opportunities and challenges

Mercado Libre and Amazon continue to battle for the top position

Governmental support and innovations in cash purchases are likely to drive demand for e-commerce during the forecast period.

CHANNEL DATA

Table 1 Retail E-Commerce by Product: Value 2017-2022

Table 2 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 3 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 4 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

RETAIL IN GUATEMALA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 5 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 6 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 7 Sales in Retail Offline by Channel: Value 2017-2022

Table 8 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 9 Retail Offline Outlets by Channel: Units 2017-2022

Table 10 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 11 Retail GBO Company Shares: % Value 2018-2022

Table 12 Retail GBN Brand Shares: % Value 2019-2022

Table 13 Retail Offline GBO Company Shares: % Value 2018-2022

Table 14 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 15 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 16 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 17 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 18 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 19 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 20 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 21 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 22 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 23 □Forecast Retail Offline Outlets by Channel: % Unit 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

Retail E-Commerce in Guatemala

Market Direction | 2023-03-28 | 16 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	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com