

## **Bath and Shower in Guatemala**

Market Direction | 2023-05-11 | 21 pages | Euromonitor

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### **Report description:**

Intimate hygiene products fared well in 2022, with an expanding range of products on offer. Intimate hygiene gels, for different needs, for example, are being seen across the modern channel from pharmacies through to direct sellers such as Avon (Productos Avon de Guatemala SA), Esika (Belcorp Guatemala SA), and economy brand Flushing Cosmetics. This indicates female consumers' growing interest in such products in the country, and the industry is considering this category for further expansion.

Euromonitor International's Bath and Shower 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

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Euromonitor International  
May 2023

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Bar soap remains robust as a primary essential for lower-income consumers

Body powder faces ongoing challenges, as Johnson & Johnson announces worldwide suspension of its old formula baby powder

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