

## **Deodorants in Guatemala**

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

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### **Report description:**

Spray presentations continue to lead deodorants in Guatemala, with modern channels displaying a wide array of competing brands (indeed, at a reported 70% of shelf space within the category).

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant 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 Deodorants 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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DEODORANTS IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorants sprays hold the strongest presence in modern channels, thanks to traditional use

Small roll-on and stick presentations grow in demand, due to smaller unit prices available

Small local grocers remain strong and will continue to grow, due to the frequent shopping needs of low-income consumers

PROSPECTS AND OPPORTUNITIES

Smaller formats expected to remain popular through traditional channels

Deodorants still has room to develop and grow in Guatemala

Aggressive price wars develop between leading players

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