

Hair Care in Guatemala

Market Direction | 2023-05-11 | 22 pages | Euromonitor

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Report description:

Procter & Gamble Interamericas de Guatemala Ltd maintained its lead in hair care in 2022, with its leading Pantene and Head & Shoulders brands. While Pantene leads in brand terms in hair care overall, Head & Shoulders is the leading brand in shampoo. The brand has a robust portfolio, with more than 15 different alternatives for consumers' individual needs, with different format sizes, varied aromas, a line for men and, more recently, launching a styling cream to create a full Head & Shoulders ex...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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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Euromonitor International
May 2023

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Price wars seen in the modern channel among leading brands

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Hair care will maintain stable growth over the forecast period

Styling agents maintain popularity in Guatemala, used as part of regular hair care routines

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Summary 1 Research Sources

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