

## **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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## Table of Contents:

Hair Care in Guatemala  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### HAIR CARE IN GUATEMALA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Procter & Gamble leads shampoo sales with Head and Shoulders  
Price wars seen in the modern channel among leading brands  
Polarised size formats leading in the modern and traditional channels

##### PROSPECTS AND OPPORTUNITIES

Hair care will maintain stable growth over the forecast period  
Styling agents maintain popularity in Guatemala, used as part of regular hair care routines  
Eco-friendly trends grow, as seen with the uprising of shampoo bars

##### CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022  
Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022  
Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022  
Table 4 NBO Company Shares of Hair Care: % Value 2018-2022  
Table 5 LBN Brand Shares of Hair Care: % Value 2019-2022  
Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022  
Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022  
Table 8 LBN Brand Shares of Premium Hair Care: % Value 2019-2022  
Table 9 Forecast Sales of Hair Care by Category: Value 2022-2027  
Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027  
Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

#### BEAUTY AND PERSONAL CARE IN GUATEMALA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

##### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 Research Sources

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