

Skin Care in Guatemala

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

Belcorp Guatemala SA maintained its lead in skin care in 2022, thanks to the popularity of its three brands targeted to different female consumer audiences: teenagers, young women, and more mature women, with products adapted to suit each consumer group's needs. Importantly, the products are also set at accessible price points according to each group's typical budget. The top L'Bel brand, for example, is targeted to a more mature audience and sells at premium prices.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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Belcorp Guatemala SA maintains its lead thanks to popular brands targeted to different consumer audiences

Facial skin care driving innovation in the overall category

Instagram influencers and informal sellers are of increasing importance in skin care

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