

## **Sun Care in Guatemala**

Market Direction | 2023-05-11 | 20 pages | Euromonitor

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### **Report description:**

Sun care is a very season-specific product, with sales spiking in three identified time periods throughout the year. These are Holy Week (a week-long holiday which aligns with summer), the month of June (during which schools are on holiday for two weeks), and the end of the year (when many people take two-week holidays, visit beaches, and take outdoor trips). However, during the rest of the year, sales in sun care remain relatively flat and without any major changes. This confirms how the daily...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- \* Get a detailed picture of the Sun 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care sales are ruled by specific seasons throughout the year

Eucerin and La Roche offer dermocosmetics advisors on-site to boost sales

Dermatologists' advice is key to sun care's development

PROSPECTS AND OPPORTUNITIES

Small and stable sales expected, with challenges and opportunities ahead

Premium brands will continue to attract higher-income consumers who use sun care on a more regular basis

Formulations and formats will develop further to meet evolving needs

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