

Polishes in Guatemala

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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Report description:

Polishes are typically consumed by a relatively small proportion of the population in Guatemala, led by shoe and furniture polishes. These products are not seen as household essentials by most in the country and given the high rates of poverty, these items are often priced out of the budgets of many Guatemalans. As a result, this segment tends to be driven by purchases made by those in higher socioeconomic groups, often in larger urban areas.

Euromonitor International's Polishes in Guatemala market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

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

Why buy this report?

- * Get a detailed picture of the Polishes 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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Euromonitor International
February 2024

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