

Tissue and Hygiene in Guatemala

Market Direction | 2024-03-07 | 42 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Tissue and hygiene in Guatemala registered healthy current value growth, though constant value and volume growth was more moderate, as inflation still continued to be an issue, though price rises eased. As such, consumers were price sensitive and focused on essentials. In addition, with poverty still being very high in Guatemala, many consumers struggle to afford basics such as menstrual and incontinence products. Political instability rising from the 2023 election also created a degree of econo...

Euromonitor International's Tissue and Hygiene 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Away-from-Home Tissue and Hygiene, Retail Tissue and Hygiene, Rx/Reimbursement adult incontinence, Total Tissue and Hygiene.

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

Why buy this report?

- * Get a detailed picture of the Tissue and Hygiene 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tissue and Hygiene in Guatemala
Euromonitor International
March 2024

List Of Contents And Tables

TISSUE AND HYGIENE IN GUATEMALA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 1 Birth Rates 2018-2023
Table 2 Infant Population 2018-2023
Table 3 Female Population by Age 2018-2023
Table 4 Total Population by Age 2018-2023
Table 5 Households 2018-2023
Table 6 Forecast Infant Population 2023-2028
Table 7 Forecast Female Population by Age 2023-2028
Table 8 Forecast Total Population by Age 2023-2028
Table 9 Forecast Households 2023-2028

MARKET DATA

Table 10 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 11 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 12 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 13 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 14 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 15 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 16 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 17 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 18 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MENSTRUAL CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest volume growth in 2023
Value sales for tampons still low
Global brands dominate

PROSPECTS AND OPPORTUNITIES

Affordability still an issue
Opportunity for private label
Further innovative product launches over forecast period

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 19 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 20 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 21 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 22 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 23 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

NAPPIES/DIAPERS/PANTS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuing population growth supports increased volume sales

Huggies continues to dominate

Bulk buying prevalent

PROSPECTS AND OPPORTUNITIES

Growth of private label

Increasing range of more specialised nappies/diapers/pants

Disposable nappies/diapers still preferred option

CATEGORY DATA

Table 25 Retail Sales of Nappies/Diapers/Pants by Category: Value 2018-2023

Table 26 Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Retail Nappies/Diapers/Pants: % Value 2019-2023

Table 28 LBN Brand Shares of Retail Nappies/Diapers/Pants: % Value 2020-2023

Table 29 Forecast Retail Sales of Nappies/Diapers/Pants by Category: Value 2023-2028

Table 30 Forecast Retail Sales of Nappies/Diapers/Pants by Category: % Value Growth 2023-2028

RETAIL ADULT INCONTINENCE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ageing population drives demand

Global brands lead

Consumers favour heavy/moderate incontinence pads

PROSPECTS AND OPPORTUNITIES

Moderate constant value and volume growth over forecast period

Need for lower priced offerings

Continuing innovation over forecast period

CATEGORY DATA

Table 31 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 32 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 34 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 35 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 36 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

WIPES IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby wipes used for variety of purposes

Huggies and Pampers continue to dominate

Bundling used as strategy to gain share

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Sustainability comes to the fore again over the forecast period

Scent used as differentiator

CATEGORY DATA

Table 37 Retail Sales of Wipes by Category: Value 2018-2023

Table 38 Retail Sales of Wipes by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Retail Wipes: % Value 2019-2023

Table 40 LBN Brand Shares of Retail Wipes: % Value 2020-2023

Table 41 Forecast Retail Sales of Wipes by Category: Value 2023-2028

Table 42 Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

RETAIL TISSUE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Balance between price and quality

Private label and economy brands have significant foothold

Napkins register highest value growth

PROSPECTS AND OPPORTUNITIES

Smaller-sized retail tissue increasingly popular

Expansion of modern grocery retailers increases product ranges

Opportunity for expansion in tableware

CATEGORY DATA

Table 43 Retail Sales of Tissue by Category: Value 2018-2023

Table 44 Retail Sales of Tissue by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Retail Tissue: % Value 2019-2023

Table 46 LBN Brand Shares of Retail Tissue: % Value 2020-2023

Table 47 Forecast Retail Sales of Tissue by Category: Value 2023-2028

Table 48 Forecast Retail Sales of Tissue by Category: % Value Growth 2023-2028

AWAY-FROM-HOME TISSUE AND HYGIENE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy constant value growth for away-from-home tissue

Foodservice looks to balance cost and quality

Kimberly-Clark Professional continues leading away-from-home tissue

PROSPECTS AND OPPORTUNITIES

Customer service key competitive tool

Price promotions continue to be important

Sustainability concerns dampen volume sales

CATEGORY DATA

Table 49 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023

Table 50 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 51 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023

Table 52 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023

Table 53 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: Value 2023-2028

Table 54 Sales of Forecast Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tissue and Hygiene in Guatemala

Market Direction | 2024-03-07 | 42 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-22"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com