

Bath and Shower in Guatemala

Market Direction | 2024-04-23 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Bar soap continued to dominate bath and shower in Guatemala in 2023. While some younger and more affluent consumers are shifting towards liquid soap as they perceive it to be more practical and hygienic, the vast majority of local consumers still opts for bar soap to wash hands and body. Bar soap is they by far the biggest segment in the category in terms of both volume and current value sales. Affordability drives demand, and this was especially relevant during the high inflation of 2023 and th...

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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:

Bath and Shower in Guatemala
Euromonitor International
April 2024

List Of Contents And Tables

BATH AND SHOWER IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bar soap remains dominant in face of high inflation

Protex stays ahead and antibacterial properties continue to lose relevance

Hand sanitisers seeks natural repositioning post-pandemic

PROSPECTS AND OPPORTUNITIES

Practicality and multifunctionality as key development drivers

Economic and eco-friendly offer will expand

Health and feminine hygiene gain more space as taboos fade

CATEGORY DATA

Table 1 Sales of Bath and Shower by Category: Value 2018-2023

Table 2 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

BEAUTY AND PERSONAL CARE IN GUATEMALA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Bath and Shower in Guatemala

Market Direction | 2024-04-23 | 21 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2025-06-23"/>
		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