

Hair Care in Guatemala

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

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Report description:

Hair care in Guatemala remained sensitive to price rises in 2023, with shampoos especially feeling the impact. Shampoos are widely used in Guatemala and the market is home to an extensive range of options and large number of brands, offering diverse packaging sizes and products across all price points. Over 2022 and 2023, however, shampoos were affected by the increase in costs of raw materials such as palm oil, forcing price hikes for consumers - though in 2023 prices did not increase by the same...

Euromonitor International's Hair 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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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