

## **Oral Care 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:**

Oral care in Guatemala saw prices hikes in 2023, though volume sales growth was stable while current value sales saw rapid rises. Most Guatemalans are not willing to change their oral hygiene practices despite having to pay higher prices for products such as toothpaste. However, at the same time, there was more conservative behaviour with regard to products perceived as less important, like mouthwashes and dental floss, for example, as these types of products are not always used by local consume...

Euromonitor International's Oral 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- \* Get a detailed picture of the Oral 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Oral Care in Guatemala  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### ORAL CARE IN GUATEMALA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Oral care shows stable demand despite inflationary pressures

Competitive landscape for oral care is highly concentrated

Brands compete through prices and promotions

##### PROSPECTS AND OPPORTUNITIES

Greater micro-segmentation and personalisation to be seen within oral care category

Local health authorities promote oral hygiene campaigns

Consumers oscillate between oral health and aesthetic improvement

##### CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2018-2023

Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 3 Sales of Toothbrushes by Category: Value 2018-2023

Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 6 NBO Company Shares of Oral Care: % Value 2019-2023

Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 8 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 9 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 10 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 11 □Forecast Sales of Toothbrushes by Category: % Value Growth 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 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Oral Care 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="2026-02-12"/> |
|               |                      | 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