

Skin Care in Guatemala

Market Direction | 2024-04-23 | 24 pages | Euromonitor

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Report description:

Demand for skin care products continued to rise in Guatemala in 2023, despite the price hikes seen for the second consecutive year. Overall category growth was solid in both volume and current value terms. Guatemalans, especially in the middle- and high-income consumers, have adopted the use of skin care products as a routine part of their personal care habits, and these habits did not disappear in the face of high inflation.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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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