

Sun Care in Guatemala

Market Direction | 2024-04-23 | 20 pages | Euromonitor

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Report description:

2023 saw improved growth rates in both volume and current sales for overall sun care in Guatemala, compared to the previous year. All segments recorded rapid and robust rises as the sun care category remained one of the most dynamic within beauty and personal care. The use of the sun care products is expanding in terms of occasions, going from being a product previously used only for sports or outdoor recreation to being a product for daily and preventive use allied to general skin care.

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Sun 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.

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