

## **Surface Care in Guatemala**

Market Direction | 2025-02-11 | 18 pages | Euromonitor

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### **Report description:**

In Guatemala in 2024, surface care product prices saw a modest increase compared to previous years. This trend was influenced significantly by the stabilisation of raw material and ingredient costs, which contributed to the normalisation of pricing across the category. Interestingly, while some product segments experienced slight price increases, subcategories such as all-purpose cleaning wipes, home care disinfectants, and oven cleaners recorded price decreases. Multi-purpose cleaners continued...

Euromonitor International's Surface Care in Guatemala market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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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reliable information resources to help drive informed strategic planning.

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February 2025

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