

# Baby Care in Guatemala

<https://marketpublishers.com/r/B71EF9CD779EN.html>

Date: August 2011

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: B71EF9CD779EN

## Abstracts

Baby hair care and baby skin care continued to account for most of the sales of baby care in 2010. These two categories were responsible for around 70% of all current value sales of baby care. There was not too much dynamism, with strongly positioned brands continuing to lead in terms of share and innovation. Natural ingredients were the main focus amongst existing products. Tearless formulas (soft formulas to prevent irritation of babies' eyes) continue to be very important. Other formats such...

Euromonitor International's Baby 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 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

**Product coverage:** Baby Hair Care, Baby Skin Care, Baby Sun Care, Baby Toiletries, Medicated Baby Care, Nappy (Diaper) Rash Treatments.

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

## Why buy this report?

Get a detailed picture of the Baby 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 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Baby Care by Category: Value 2005-2010

Table 2 Sales of Baby Care by Category: % Value Growth 2005-2010

Table 3 Baby Care Premium Vs Mass % Analysis 2005-2010

Table 4 Baby Care Company Shares 2006-2010

Table 5 Baby Care Brand Shares by GBN 2007-2010

Table 6 Baby Sun Care Brand Shares by GBN 2007-2010

Table 7 Forecast Sales of Baby Care by Category: Value 2010-2015

Table 8 Forecast Sales of Baby Care by Category: % Value Growth 2010-2015

Table 9 Forecast Baby Care Premium Vs Mass % Analysis 2010-2015

Executive Summary

Recovered Performance Amongst Most Categories

Better Economic Indicators But Damaged Consumer Confidence

International Companies Continue To Dominate Sales

Direct Selling Continues To Expand

Large Potential Still Lies Ahead

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2005-2010

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2005-2010

Table 12 Sales of Premium Cosmetics by Category: Value 2005-2010

Table 13 Sales of Premium Cosmetics by Category: % Value Growth 2005-2010

Table 14 Beauty and Personal Care Company Shares by NBO 2006-2010

Table 15 Beauty and Personal Care Company Shares by GBO 2006-2010

Table 16 Beauty and Personal Care Brand Shares by GBN 2007-2010

Table 17 Sales of Beauty and Personal Care by Distribution Format: % Analysis  
2005-2010

Table 18 Sales of Beauty and Personal Care by Category and by Distribution Format:  
% Analysis 2010

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2010-2015

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2010-2015

Table 21 Forecast Sales of Premium Cosmetics by Category: Value 2010-2015

Table 22 Forecast Sales of Premium Cosmetics by Category: % Value Growth

2010-2015

Definitions

Summary 1 Research Sources

## I would like to order

Product name: Baby Care in Guatemala

Product link: <https://marketpublishers.com/r/B71EF9CD779EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B71EF9CD779EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970