

Beauty and Personal Care in Guatemala

<https://marketpublishers.com/r/BD656D3B8BBEN.html>

Date: April 2024

Pages: 105

Price: US\$ 2,650.00 (Single User License)

ID: BD656D3B8BBEN

Abstracts

Beauty and personal care in Guatemala continued to feel the impact of price rises in 2023, though to a lesser extent than in the previous year. High inflation persisted, with product cost remaining decisive in purchasing decisions for the majority of local consumers. Guatemalans were on the whole price-sensitive and cautious in spending, prioritising prices and searching for economical options.

Euromonitor International's Beauty and Personal 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 Beauty and Personal 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.

Contents

Beauty and Personal Care in Guatemala
Euromonitor International
April 2024

LIST OF CONTENTS AND TABLES

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 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segments benefit from cost-consciousness amid high inflation, with packaging seeing opposite trends

Colgate-Palmolive retains overall leadership

Brands highlight savings options, and e-commerce has room to rise

PROSPECTS AND OPPORTUNITIES

Income disparity favours the continued relevance of lower-priced brands

Direct selling faces challenging scenario

Lower-priced skin care brands mimic more premium options

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium brands weather the inflationary storm, boosted by social media

Premium dermocosmetics sets the standard for innovation

Premium options expand across pharmacies

PROSPECTS AND OPPORTUNITIES

Socioeconomic conditions limit further development, though e-commerce offers hope

Digitalisation and social media benefit premium brands

New product development to align with new values

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

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

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN GUATEMALA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers shift to low-cost options in 2023

Johnson's Baby responds to growing pressure from emerging brands

Money worries prompt channel shifts, while personalisation trend continues

PROSPECTS AND OPPORTUNITIES

Despite declining birth rate category will expand, with J&J remaining ahead of the rest

Sun protection becomes less seasonable as parents shift to daily use

Certain groups show more holistic approach to child health

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN GUATEMALA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Bar soap remains dominant in face of high inflation

Protex stays ahead and antibacterial properties continue to lose relevance

Hand sanitisers seeks natural repositioning post-pandemic

PROSPECTS AND OPPORTUNITIES

Practicality and multifunctionality as key development drivers

Economic and eco-friendly offer will expand

Health and feminine hygiene gain more space as taboos fade

CATEGORY DATA

Table 33 Sales of Bath and Shower by Category: Value 2018-2023

Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct sellers remain major distribution channel in 2023

Natural and multicultural trends expand, driven by social media influencers

Guatemala: a vibrant regional hub for colour cosmetics

PROSPECTS AND OPPORTUNITIES

Category lines will continue to blur during forecast period

Weather conditions influence make-up choices

Social and environmental awareness on the rise, with demand for multifunctional

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value

2023-2028

DEODORANTS IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives demand for economy formats

Rising temperatures favour increased use of deodorants

Clinical-strength deodorants gain ground

PROSPECTS AND OPPORTUNITIES

Spray deodorants to continue to lead growth

Deodorants as alternative to fragrances amid aggressive price wars

Female-focused variants give more priority to skin care

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The search for soft and smooth skin reignites, with use subject to seasonality

P&G maintains overall leadership, with women's razors and blades highly concentrated

Hair removers/bleaches expands with new products and brands

PROSPECTS AND OPPORTUNITIES

Products become more specific, targeting particular body areas

Permanent hair removal solutions set to grow

Natural ingredients become more visible in razors, while consumers shift towards discounters

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation slows growth for fragrances in 2023

Prioritisation of purchases prompts downtrading

Premium fragrance retailers bet on seasonality

PROSPECTS AND OPPORTUNITIES

Men are more inclined towards fragrances

Unisex fragrances will see further demand

Sustainability claims rise but remain niche

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices shape demand in shampoos

Waning brand loyalty presents challenges to leading players

Natural herbal ingredients expand across hair care

PROSPECTS AND OPPORTUNITIES

The search for a more natural look will impact development in colourants

Hair care ingredients resemble those seen in skin care

Niche products set to rise

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures lead to downtrading in men's razors

Men's hair care shows moderate development in the face of rising living costs, while Nivea expands its offer for men

Demand for deodorants focuses on antiperspirant attributes

PROSPECTS AND OPPORTUNITIES

Guatemalan men to show growing interest in their personal care

Beard care follows global trends

Male premium skin care - a niche ripe for exploitation

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

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 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 99 NBO Company Shares of Oral Care: % Value 2019-2023

Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 103 Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 104 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care rises despite high inflation in 2023, pushed by social media

Multifunctional trend accelerates throughout category as Belcorp maintains leadership overall

Concerns about ageing drive growth

PROSPECTS AND OPPORTUNITIES

Skin care seen as important part of overall wellbeing

Pharmacies channel to consolidate in dermocosmetics distribution

Development driven by modern values

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023

Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 107 NBO Company Shares of Skin Care: % Value 2019-2023

Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN GUATEMALA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sun protection rises steadily in 2023

Dermocosmetics sun protection sees greater interest from local consumers

Sun care products adapt to local weather conditions

PROSPECTS AND OPPORTUNITIES

SPF is expanding across beauty and personal care category products

Tourism will continue to boost sales

Eco-options rise in sun care

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023

Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 115 NBO Company Shares of Sun Care: % Value 2019-2023

Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

I would like to order

Product name: Beauty and Personal Care in Guatemala

Product link: <https://marketpublishers.com/r/BD656D3B8BBEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BD656D3B8BBEN.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