

Consumer Health in Guatemala

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Abstracts

Consumer health has seen demand dampened by consumers being confronted with very high inflation. The rate of 9.2% in 2022 was the highest experienced in decades. As a result, more consumers have been forced to prioritise household spending on essentials. This has adversely affected consumer spending across several consumer health categories, including analgesics, vitamins, and others. In addition, with Guatemalan society fully reopened and less media coverage about the SARS-CoV-2 virus, many con...

Euromonitor International's Consumer Health 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

Get a detailed picture of the Consumer Health 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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