

# E-Commerce in Guatemala

<https://marketpublishers.com/r/E338B36E5C67EN.html>

Date: March 2021

Pages: 37

Price: US\$ 990.00 (Single User License)

ID: E338B36E5C67EN

## Abstracts

E-commerce sales are set to see explosive growth in 2020, and will double its share of total retailing by the end of the year. This is partly exaggerated by its emergence from a low base, and the channel has already been growing at high rates for some time, but the onset of COVID-19 has clearly helped accelerate this trend. Certain categories have benefitted more strongly than others, with groceries being sold online becoming very important, as consumer mobility and operating restrictions on sto...

Euromonitor International's E-Commerce in Guatemala report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

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

### Why buy this report?

Get a detailed picture of the E-Commerce 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

### KEY DATA FINDINGS

#### 2020 IMPACT

Strong growth driven by pandemic response

Weak infrastructure limits performance, but retailers innovate

COVID-19 drives marked shift in consumer attitudes to e-commerce

#### RECOVERY AND OPPORTUNITIES

Local players beginning to dip toes in e-commerce

Cash culture remains barrier, but opportunity for flexible payment systems

Parallel development of competing courier services can improve perception

#### CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 4 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Rapidly changing demographics continue to hold out opportunity in 2020

Modern retail infrastructure pushes outside Guatemala City

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Seasonality

Bono 14

Mother's Day

Christmas

Back to School

Payments and delivery

Emerging business models

#### MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 7 Sales in Store-Based Retailing by Channel: Value 2015-2020

- Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020
- Table 9 Store-Based Retailing Outlets by Channel: Units 2015-2020
- Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020
- Table 11 Sales in Non-Store Retailing by Channel: Value 2015-2020
- Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
- Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
- Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
- Table 15 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
- Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
- Table 17 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
- Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
- Table 19 Retailing GBO Company Shares: % Value 2016-2020
- Table 20 Retailing GBN Brand Shares: % Value 2017-2020
- Table 21 Store-based Retailing GBO Company Shares: % Value 2016-2020
- Table 22 Store-based Retailing GBN Brand Shares: % Value 2017-2020
- Table 23 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
- Table 24 Non-Store Retailing GBO Company Shares: % Value 2016-2020
- Table 25 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
- Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025
- Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025
- Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025
- Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth  
2020-2025

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth  
2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: E-Commerce in Guatemala

Product link: <https://marketpublishers.com/r/E338B36E5C67EN.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/E338B36E5C67EN.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