

# Internet Retailing in Guatemala

<https://marketpublishers.com/r/ID13616B7F2EN.html>

Date: March 2019

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: ID13616B7F2EN

## Abstracts

International cross-border sales made through the internet are the most important in Guatemala. The purchases are more concentrated in the upper end of the market, where consumers have greater disposable incomes and higher education levels to understand how internet shopping works, as well as access to credit cards to make the purchases. To promote growth in the industry, courier companies such as ICC Logistics and Aeropost are offering more services to consumers. These companies help customers...

Euromonitor International's Internet Retailing 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:** Apparel and Footwear Internet Retailing, Beauty and Personal Care Internet Retailing, Consumer Appliances Internet Retailing, Consumer Electronics Internet Retailing, Consumer Health Internet Retailing, Food and Drink Internet Retailing, Home Care Internet Retailing, Home Improvement and Gardening Internet Retailing, Homewares and Home Furnishings Internet Retailing, Media Products Internet Retailing, Other Internet Retailing, Personal Accessories and Eyewear Internet Retailing, Pet Care Internet Retailing, Traditional Toys and Games Internet Retailing, Video Games Hardware Internet Retailing.

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

and distribution data.

### **Why buy this report?**

Get a detailed picture of the Internet Retailing 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

Headlines

Prospects

Companies Try To Reduce Barriers To Promote Internet Sales

Domestic Internet Sales Begin To Grow

Domestic Sales Are Stronger Through Social Media

Competitive Landscape

Internet Retailing Remains Fragmented

Domestic Internet Sales of Services Are Stronger

Channel Data

Table 1 Internet Retailing by Category: Value 2013-2018

Table 2 Internet Retailing by Category: % Value Growth 2013-2018

Table 3 Internet Retailing Forecasts by Category: Value 2018-2023

Table 4 Internet Retailing Forecasts by Category: % Value Growth 2018-2023

Executive Summary

Retailing Industry Posts Single-digit Growth in 2018

Shopping Centres Contribute To the Growth of the Retailing Industry

Wal-mart Centroamérica SA Leads the Retailing Industry in Guatemala

International Brands Gain Retailing Share

Strong Forecast Period Performance Expected

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 7 Sales in Store-Based Retailing by Channel: Value 2013-2018

Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2013-2018

Table 9 Store-Based Retailing Outlets by Channel: Units 2013-2018

Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2013-2018

Table 11 Sales in Non-Store Retailing by Channel: Value 2013-2018

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018

Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018

Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018

Table 15 Sales in Non-Grocery Specialists by Channel: Value 2013-2018

Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018

Table 17 Non-Grocery Specialists Outlets by Channel: Units 2013-2018

Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018

Table 19 Retailing GBO Company Shares: % Value 2014-2018

Table 20 Retailing GBN Brand Shares: % Value 2015-2018

Table 21 Store-based Retailing GBO Company Shares: % Value 2014-2018

Table 22 Store-based Retailing GBN Brand Shares: % Value 2015-2018

Table 23 Store-based Retailing LBN Brand Shares: Outlets 2015-2018

Table 24 Non-Store Retailing GBO Company Shares: % Value 2014-2018

Table 25 Non-Store Retailing GBN Brand Shares: % Value 2015-2018

Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018

Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018

Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018

Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018

Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023

Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023

Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2018-2023

Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2018-2023

Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2018-2023

Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023

Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023

Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023

Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023

Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2018-2023

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023

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

2018-2023

Definitions

Sources

Summary 2 Research Sources

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