+44 20 8123 2220
info@marketpublishers.com

Tissues - Guatemala

https://marketpublishers.com/r/T547E0FBC7DEN.html
Date: June 2010
Pages: 14
Price: US$ 990.00 (Single User License)
ID: T547E0FBC7DEN

Abstracts

Over the review period, tissues went through a segmentation and customization process in Guatemala, to make the products more appealing to a wider audience. Over 2009 the process continued, as competitors remained conscious of their need to provide different product types for different needs in order to stay in play. Current value sales of tissues increased by 1% in 2009 to reach GTQ63 million.

Euromonitor International's Tissues 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 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2014illustrate how the market is set to change.

Product coverage: Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths

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

Why buy this report?

Get a detailed picture of the Tissue and Hygiene industry;

Pinpoint growth sectors and identify factors driving change;

+44 20 8123 2220
info@marketpublishers.com

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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

+44 20 8123 2220
info@marketpublishers.com

Contents

Executive Summary
Socioeconomic Characteristics of Guatemala Limit Growth
Private Label Gains More Importance
Segmentation Helps To Boost Sales for Some Categories
Women Are Key Purchasers of Tissue and Hygiene in Guatemala
Internet Becomes An Important Advertising Media in the Category
Market Indicators
Table 1 Birth Rates 2004-2009
Table 2 Infant Population 2004-2009
Table 3 Female Population by Age 2004-2009
Table 4 Total Population by Age 2004-2009
Table 5 Households 2004-2009
Table 6 Forecast Infant Population 2009-2014
Table 7 Forecast Female Population by Age 2009-2014
Table 8 Forecast Total Population by Age 2009-2014
Table 9 Forecast Households 2009-2014
Market Data
Table 10 Retail Sales of Tissue and Hygiene by Sector: Value 2004-2009
Table 11 Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2004-2009
Table 12 Retail Sales of Tissue and Hygiene by Distribution Format: % Analysis 2004-2009
Table 13 Retail Sales of Tissue and Hygiene by Sector and Distribution Format: % Analysis 2009
Table 14 Penetration of Private Label by Sector 2004-2009
Table 15 Forecast Retail Sales of Tissue and Hygiene by Sector: Value 2009-2014
Table 16 Forecast Retail Sales of Tissue and Hygiene by Sector: % Value Growth 2009-2014
Definitions
Summary 1 Research Sources
Papelera Internacional SA
Strategic Direction
Key Facts
Summary 2 Papelera Internacional SA: Key Facts
Company Background
Production
Competitive Positioning
Summary 3 Papelera Internacional SA: Competitive Position 2009

+44 20 8123 2220
info@marketpublishers.com

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 17 Retail Sales of Tissues by Subsector: Value 2004-2009
Table 18 Retail Sales of Tissues by Subsector: % Value Growth 2004-2009
Table 19 Tissues Retail Company Shares 2005-2009
Table 20 Tissues Retail Brand Shares 2006-2009
Table 21 Forecast Retail Sales of Tissues by Subsector: Value 2009-2014
Table 22 Forecast Retail Sales of Tissues by Subsector: % Value Growth 2009-2014

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Tissues - Guatemala

Product link: https://marketpublishers.com/r/T547E0FBC7DEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/T547E0FBC7DEN.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

Custumer 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