

# Unisuper SA in Home Care (Guatemala)

<https://marketpublishers.com/r/U026ABFF995EN.html>

Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U026ABFF995EN

## Abstracts

Unisuper is the largest domestic supermarket operator in Guatemala. It operates two brands, La Torre and Econosuper, and has been able to capture a large share of supermarkets in the country. Since 2011, the company has focused on standardising its stores, in terms of size, product range and other characteristics, to clearly make a difference between its two brands. In the last two years the company also began to expand by opening new supermarkets in key areas in Guatemala City to try and gain...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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

Strategic Direction

Key Facts

Summary 1 Unisuper SA: Key Facts

Summary 2 Unisuper SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Unisuper SA: Competitive Position 2015

## I would like to order

Product name: Unisuper SA in Home Care (Guatemala)

Product link: <https://marketpublishers.com/r/U026ABFF995EN.html>

Price: US\$ 150.00 (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/U026ABFF995EN.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