

# Perfume Market in Guatemala 2021

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## Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in Guatemala is set to grow at a healthy compound annual growth rate (CAGR) of 7.5% in the next five years, according to StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The Guatemala perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Guatemala has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Guatemala perfume market in 2020. Based upon consumer group, the perfume market in Guatemala is categorized into men, women, unisex. According to the research, the women segment had the largest share in the perfume market in Guatemala. On the basis of distribution channel, the perfume market in Guatemala has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

As of 2020, the major players in the Guatemala perfume market were Cosmetica Global S.A., Corporacion Belcorp, Natura & Co, Corporacion Lancasco (Scentia), PUIG SL.

### Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Guatemala perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. PERFUME MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY CONSUMER GROUP**

Men  
Women  
Unisex

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

Cosmetica Global S.A.  
Corporacion Belcorp  
Natura & Co  
Corporacion Lancasco (Scentia)  
PUIG SL  
About StrategyHelix  
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