

Toilet Paper Market in Guatemala 2021

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Abstracts

Toilet paper is a thin sanitary absorbent paper usually in a roll for use in drying or cleaning oneself after defecation and urination. The toilet paper market in Guatemala is set to increase by US\$ 276 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 10.4% during the forecast period. Increasing awareness regarding the benefits of maintaining cleanliness and personal hygiene and presence of favorable government initiatives 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 toilet paper. The Guatemala toilet paper market is segmented on the basis of product, and distribution channel. On the basis of product, the toilet paper market in Guatemala has been segmented into pulp paper, recycled paper. The pulp paper segment held the largest revenue share in 2020. By distribution channel, the toilet paper market in Guatemala has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Among these, the supermarkets & hypermarkets segment was accounted for the highest revenue generator in 2020.

The competitive landscape of the market is highly consolidated and dominated by key players such as Kimberly-Clark Corporation, Papelera Internacional S.A.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toilet paper market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: pulp paper, recycled paper

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 toilet paper market

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

Pinpoint growth sectors and trends for investment

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Others

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Kimberly-Clark Corporation
Papelera Internacional S.A.
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