

Laundry Care in Guatemala

February 2025

Table of Contents

Laundry Care in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower prices boost demand for laundry care products in 2024

Henkel threatens La Popular's leadership

Liquid detergents gains ground over powder options

PROSPECTS AND OPPORTUNITIES

Private label set to gain value share over the forecast period

Bar detergents will continue to lead

Small local grocers anticipated to face greater challenges

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2019-2024

Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 4 - Sales of Laundry Aids by Category: Value 2019-2024

Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 - NBO Company Shares of Laundry Care: % Value 2020-2024

Table 9 - LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 10 - NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 11 - LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 12 - NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 14 - Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Home Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 - Households 2019-2024

MARKET DATA

Table 17 - Sales of Home Care by Category: Value 2019-2024

Table 18 - Sales of Home Care by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Home Care: % Value 2020-2024

Table 20 - LBN Brand Shares of Home Care: % Value 2021-2024

Table 21 - Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 22 - Distribution of Home Care by Format: % Value 2019-2024

Table 23 - Distribution of Home Care by Format and Category: % Value 2024

Table 24 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 25 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-guatemala/report.