

# Colour Cosmetics in Guatemala

May 2025

**Table of Contents** 

## Colour Cosmetics in Guatemala - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Coolour cosmetics remain a priority for Guatemalan women even amid economic challenges Industry players connect with consumers through affordability and improved formulations Direct selling consolidates its role as key sales channel and tool for female empowerment

### PROSPECTS AND OPPORTUNITIES

Favourable economic environment and adoption of comprehensive beauty rituals will drive growth in colour cosmetics Consumers will favour practicality, affordability, and instant results Multifunctional formulations to gain ground facial make-up

#### **CATEGORY DATA**

- Table 1 Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2019-2024
- Table 4 NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029
- Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2024-2029

## Beauty and Personal Care in Guatemala - Industry Overview

### **EXECUTIVE SUMMARY**

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

#### MARKET DATA

- Table 10 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 Forecast Sales of Beauty and Personal 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/colour-cosmetics-in-guatemala/report.