

Bath and Shower in Guatemala

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Table of Contents

Bath and Shower in Guatemala - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and targeted skin care needs are dominant forces in Guatemala's bath and shower market Brands target sensory appeal and skin health Traditional channels and discounters drive sales in context of ongoing price sensitivity

PROSPECTS AND OPPORTUNITIES

New generations to favour formats with sensory appeal Women's hygiene evolves to meet specific age-related needs Local niche brands find growth potential by offering personalised, sustainable solutions

CATEGORY DATA

Table 1 - Sales of Bath and Shower by Category: Value 2019-2024Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029Table 9 - Forecast Sales of Bath and Shower 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 2019-2024Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value 2024Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value 2024DISCLAIMER

SOURCES

Summary 1 - Research Sources

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