

# Herbal/Traditional Products in Guatemala

September 2023

**Table of Contents** 

## Herbal/Traditional Products in Guatemala - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Long history of herbal/traditional products and practices in the country New Laxa Sen introduced in herbal/traditional digestive remedies Global OTC players taking interest in herbal/traditional products

#### PROSPECTS AND OPPORTUNITIES

New product development expected in forecast period Direct sellers benefit from positioning in this space Locally manufactured products have advantages when targeting local consumers

#### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products: Value 2018-2023Table 2 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023Table 5 - Forecast Sales of Herbal/Traditional Products: % Value 2023-2028Table 6 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

## Consumer Health in Guatemala - Industry Overview

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

#### MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

### DISCLAIMER

# DEFINITIONS

# 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/herbal-traditional-products-in-guatemala/report.