



Euromonitor
International

Away-From-Home Tissue and Hygiene in Guatemala

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Purchase Managers Prioritise Affordability, Boosting Demand for Low-Price Tissue Products

Paper Towels and Toilet Paper Capture Spending as Tourism and Cost Focus Shape Outcomes

Elderly Population Growth Drives Steady Gains in Adult Diapers Sales to Health Institutions

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca Spending and Tourism Growth to Drive Demand for Essential Tissue Products

Institutional Buyers Will Continue to Favour Cost-Saving Formats as Eco Trends Face Headwinds

Sustained Cleaning Routines and Demographic Change Support Hygiene Volumes

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Attracts Tourists, Driving Demand in Hospitality

Chart 5 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 6 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 7 - Real GDP Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Guatemala - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth as Inflation Moderates

Chart 14 - Kimberly-Clark Premikum Tissue

Menstrual Care Innovation Captures Growing Demand for Sustainable Products

Specialisation and Product Diversification Sets Brands Apart

Chart 15 - Paper Towels for Pets

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Retail Tissue Leaders to Maintain Innovation Leadership as Private Label Expands

Skin Care Benefits to Be a Top Priority for Hygiene Products

Improved Product Innovation Will Continue to Strengthen Consumer Loyalty

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Expands Retail Presence to Defend Lead as Private Label Gains Traction

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Leadership as Consumers Shift to Modern Retail

Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Tissue and Hygiene

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Tissue and Hygiene

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/away-from-home-tissue-and-hygiene-in-guatemala/report.