



Toilet Care in Guatemala

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Rising Incomes, Remittances, and Hygiene Concerns Drive Growth for Toilet Care

Mood-Boosting Ingredients Gain Traction among Consumers

Chart 2 - Pato Tiras Activas Sunny SummerVibes

Toilet Liquids/Foam Dominates Sales with Convenience, but Product Formats Are Evolving

Chart 3 - Harpic Power Ultra Todo En 1 Has Been Available for Some Time, but Continues to Be Relevant Due to I

Chart 4 - Value Sales of Toilet Care 2020-2030

Chart 5 - Volume Sales of Toilet Care 2020-2030

Chart 6 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Premium Formats to Gain Traction among Guatemalan Urban Middle Class

Toilet Liquids/Foam Expected to Maintain Dominance

Businesses Will Need to Adapt to Changing Consumer Purchasing Preferences

Chart 7 - Forecast Value Sales of Toilet Care 2020-2030

Chart 8 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Dominates and Sees a Growing Share

Chart 9 - Company Shares of Toilet Care 2025

Chart 10 - Brand Shares of Toilet Care 2025

CHANNELS

Small Local Grocers Leads Toilet Care Sales Due to a Widespread Presence

Chart 11 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toilet Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toilet Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Guatemala - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Sales with Strong Demand

Fab Luxury Boosts Premium Laundry Care with New Launches

Chart 20 - Local Brand Fab Introduces Luxury Variant

Health and Wellness Trend Drives Innovation in Home Care

Chart 21 - Arm & Hammer Introduces a Formula for Sensitive Skin

Manufacturers Use Fragrance to Attract Consumers

Chart 22 - Axion Launches Grapefruit Scent

Chart 23 - Volume Sales in Home Care 2020-2030

Chart 24 - Value Sales in Home Care by Category 2025

WHAT'S NEXT?

Continued Growth, with Fragrances and Premiumisation Likely to Remain Important

Chart 25 - Analyst Insight for Home Care

Laundry Care Will Still Dominate, but Toilet Care Set to Gain Traction

Health Trend to Shape the Future, While Sustainability Will Be Valued If the Price Is Right

Chart 26 - Forecast Value Sales in Home Care 2020-2030

Chart 27 - Forecast Value Sales in Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Industria La Popular Strengthens Lead with a Diverse Portfolio

Reckitt Benckiser's Divestment to Reshape the Competitive Landscape

Opportunities for Growth through Premiumisation and Health-Focused Products

Chart 28 - Company Shares in Home Care 2025

Chart 29 - Brand Shares in Home Care 2025

CHANNELS

Small Local Grocers Dominates Sales through Widespread Availability

E-Commerce Gains Traction among Young, High-Income Consumers

Chart 30 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/toilet-care-in-guatemala/report.