



Colour Cosmetics in Guatemala

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Lip Products Lead Colour Cosmetics Expansion in Guatemala

Chart 1 - Ethnic Diversity Drives Demand for Broader Shade Portfolios

Clinique and Revlon Lead Expansion of Shade Ranges and Skin-Care-Infused Makeup

Millennial and Gen Z Women Embrace K-Beauty Trends

Chart 2 - K-Beauty Gains Traction Amid Rising Cultural Influence

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Guatemalan Women Expected to Embrace Personalised Rituals

Lip Products Set to Lead While Colour Cosmetics Sets/Kits Post Fastest Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Direct Sellers Leverage Pricing and Social Impact to Sustain Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Direct Selling Sustains Leadership Amid Evolving Consumer and Employment Trends

E-Commerce Gains Momentum Driven by Retailer Promotions and Social Media Influence

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Colour Cosmetics

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Colour Cosmetics

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Expansion Driven by Holistic and Preventive Care Adoption

Chart 19 - Rexona Offers Botanical-Infused Products

Longevity Drives Demand for Anti-Ageing Solutions

K-Beauty Adoption Shapes Youth-Driven Trends

Chart 20 - K-Beauty Gains Ground with Active-Ingredient Formulations

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Preventive Care and Rising Consumer Expenditure Expected to Fuel Expansion

Fragrances Set to Dominate While Skin Care Posts Rapid Growth

Consumer-Driven Trends to Reshape Product Innovation and Channel Strategies

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Global Companies Leverage Innovation and Diversification to Sustain Dominance

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Direct Selling Leads Distribution with Expanding Reach and Innovation

Retail E-Commerce Complements Physical Channels with Growing Digital Adoption and Targeted Offerings

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/colour-cosmetics-in-guatemala/report.