Skin Care in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Belcorp Guatemala SA maintains its lead thanks to popular brands targeted to different consumer audiences
Facial skin care driving innovation in the overall category
Instagram influencers and informal sellers are of increasing importance in skin care

PROSPECTS AND OPPORTUNITIES

Low and stable volume expected to continue, but with many consumers trading down or postponing purchases
Body skin care expected to see an increase in economy brands
Hydration will remain the focus in skin care

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2017-2022
Table 2 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 6 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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