Skin Care in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Skin care rises despite high inflation in 2023, pushed by social media
Multifunctional trend accelerates throughout category as Belcorp maintains leadership overall
Concerns about ageing drive growth

PROSPECTS AND OPPORTUNITIES
Skin care seen as important part of overall wellbeing
Pharmacies channel to consolidate in dermocosmetics distribution
Development driven by modern values

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2018-2023
Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023
Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 6 - Forecast Sales of Skin Care by Category: Value 2023-2028
Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture
2023 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 2018-2023
Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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