Dishwashing in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Healthy value growth, though value sales of automatic dishwashing still negligible
Axion, a “love” mark, maintains category lead in 2022
Local brand Zagaz from Industria La Popular SA gains momentum

PROSPECTS AND OPPORTUNITIES
Cream presentation sustains industry lead
Axion retains lead over the forecast period
The resumption of society in the wake of the pandemic reawakens new product development and innovation

CATEGORY INDICATORS
Table 1 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA
Table 2 - Sales of Dishwashing by Category: Value 2017-2022
Table 3 - Sales of Dishwashing by Category: % Value Growth 2017-2022
Table 4 - NBO Company Shares of Dishwashing: % Value 2018-2022
Table 5 - LBN Brand Shares of Dishwashing: % Value 2019-2022
Table 6 - Forecast Sales of Dishwashing by Category: Value 2022-2027
Table 7 - Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

Home Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY
Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS
Table 8 - Households 2017-2022

MARKET DATA
Table 9 - Sales of Home Care by Category: Value 2017-2022
Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 14 - Distribution of Home Care by Format: % Value 2017-2022
Table 15 - Distribution of Home Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dishwashing-in-guatemala/report](http://www.euromonitor.com/dishwashing-in-guatemala/report).