

# Non-Grocery Retailers in Guatemala

March 2023

**Table of Contents** 

# Non-Grocery Retailers in Guatemala - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Pandemic's lasting impact benefits pharmacies' sales

With more households entering the middle class, bags and luggage specialists and jewellery and watch specialists record robust sales growth Convenience and proximity, the winning strategy for traditional grocery retailers

## PROSPECTS AND OPPORTUNITIES

Outlook for non-grocery retailers in Guatemala remains positive despite inflation concerns

Elektra expands its store network in Guatemala

Small grocery retailers receive assistance, ensuring sales growth during the forecast period

#### CHANNEL DATA

- Table 1 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
- Table 2 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
- Table 3 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
- Table 4 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
- Table 5 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
- Table 6 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
- Table 7 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
- Table 8 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
- Table 9 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
- Table 10 Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
- Table 11 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

# Retail in Guatemala - Industry Overview

## **EXECUTIVE SUMMARY**

Retail in 2022: The big picture

Informal retail

What next for retail?

## MARKET DATA

- Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
- Table 13 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
- Table 14 Sales in Retail Offline by Channel: Value 2017-2022
- Table 15 Sales in Retail Offline by Channel: % Value Growth 2017-2022
- Table 16 Retail Offline Outlets by Channel: Units 2017-2022
- Table 17 Retail Offline Outlets by Channel: % Unit Growth 2017-2022
- Table 18 Retail GBO Company Shares: % Value 2018-2022
- Table 19 Retail GBN Brand Shares: % Value 2019-2022
- Table 20 Retail Offline GBO Company Shares: % Value 2018-2022
- Table 21 Retail Offline GBN Brand Shares: % Value 2019-2022
- Table 22 Retail Offline LBN Brand Shares: Outlets 2019-2022
- Table 23 Retail E-Commerce GBO Company Shares: % Value 2018-2022
- Table 24 Retail E-Commerce GBN Brand Shares: % Value 2019-2022
- Table 25 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
- Table 26 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
- Table 27 Forecast Sales in Retail Offline by Channel: Value 2022-2027
- Table 28 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
- Table 29 Forecast Retail Offline Outlets by Channel: Units 2022-2027
- Table 30 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

## DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# 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/non-grocery-retailers-in-guatemala/report.