

Wipes in Guatemala

March 2023

Table of Contents

Wipes in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby wipes lead the overall wipes category
Facial cleansing wipes growing in popularity
Intimate hygiene wipes remains undeveloped

PROSPECTS AND OPPORTUNITIES

Steady development expected in wipes
Huggies' value share likely to be eroded as new brands emerge
Modern channel will prevail as primary retail choice for wipes

CATEGORY DATA

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

Tissue and Hygiene in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2017-2022
Table 8 - Infant Population 2017-2022
Table 9 - Female Population by Age 2017-2022
Table 10 - Total Population by Age 2017-2022
Table 11 - Households 2017-2022
Table 12 - Forecast Infant Population 2022-2027
Table 13 - Forecast Female Population by Age 2022-2027
Table 14 - Forecast Total Population by Age 2022-2027
Table 15 - Forecast Households 2022-2027

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2017-2022
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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