

Beauty and Personal Care in Guatemala

April 2024

Table of Contents

Beauty and Personal Care in Guatemala

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 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers shift to low-cost options in 2023

Johnson's Baby responds to growing pressure from emerging brands

Money worries prompt channel shifts, while personalisation trend continues

PROSPECTS AND OPPORTUNITIES

Despite declining birth rate category will expand, with J&J remaining ahead of the rest

Sun protection becomes less seasonable as parents shift to daily use

Certain groups show more holistic approach to child health

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bar soap remains dominant in face of high inflation
Protex stays ahead and antibacterial properties continue to lose relevance
Hand sanitisers seeks natural repositioning post-pandemic

PROSPECTS AND OPPORTUNITIES

Practicality and multifunctionality as key development drivers
Economic and eco-friendly offer will expand
Health and feminine hygiene gain more space as taboos fade

CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2018-2023
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct sellers remain major distribution channel in 2023
Natural and multicultural trends expand, driven by social media influencers
Guatemala: a vibrant regional hub for colour cosmetics

PROSPECTS AND OPPORTUNITIES

Category lines will continue to blur during forecast period
Weather conditions influence make-up choices
Social and environmental awareness on the rise, with demand for multifunctional

CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Deodorants in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation drives demand for economy formats
Rising temperatures favour increased use of deodorants
Clinical-strength deodorants gain ground

PROSPECTS AND OPPORTUNITIES

Spray deodorants to continue to lead growth

Deodorants as alternative to fragrances amid aggressive price wars

Female-focused variants give more priority to skin care

CATEGORY DATA

Table 39 - Sales of Deodorants by Category: Value 2018-2023

Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023

Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023

Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023

Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028

Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

The search for soft and smooth skin reignites, with use subject to seasonality

P&G maintains overall leadership, with women's razors and blades highly concentrated

Hair removers/bleaches expands with new products and brands

PROSPECTS AND OPPORTUNITIES

Products become more specific, targeting particular body areas

Permanent hair removal solutions set to grow

Natural ingredients become more visible in razors, while consumers shift towards discounters

CATEGORY DATA

Table 48 - Sales of Depilatories by Category: Value 2018-2023

Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023

Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023

Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023

Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028

Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation slows growth for fragrances in 2023

Prioritisation of purchases prompts downtrading

Premium fragrance retailers bet on seasonality

PROSPECTS AND OPPORTUNITIES

Men are more inclined towards fragrances

Unisex fragrances will see further demand

Sustainability claims rise but remain niche

CATEGORY DATA

Table 54 - Sales of Fragrances by Category: Value 2018-2023

Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices shape demand in shampoos

Waning brand loyalty presents challenges to leading players

Natural herbal ingredients expand across hair care

PROSPECTS AND OPPORTUNITIES

The search for a more natural look will impact development in colourants

Hair care ingredients resemble those seen in skin care

Niche products set to rise

CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2018-2023

Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures lead to downtrading in men's razors

Men's hair care shows moderate development in the face of rising living costs, while Nivea expands its offer for men

Demand for deodorants focuses on antiperspirant attributes

PROSPECTS AND OPPORTUNITIES

Guatemalan men to show growing interest in their personal care

Beard care follows global trends

Male premium skin care - a niche ripe for exploitation

CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2018-2023

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care shows stable demand despite inflationary pressures
Competitive landscape for oral care is highly concentrated
Brands compete through prices and promotions

PROSPECTS AND OPPORTUNITIES

Greater micro-segmentation and personalisation to be seen within oral care category
Local health authorities promote oral hygiene campaigns
Consumers oscillate between oral health and aesthetic improvement

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2018-2023
Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 84 - Sales of Toothbrushes by Category: Value 2018-2023
Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 89 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 91 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Guatemala

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 93 - Sales of Skin Care by Category: Value 2018-2023
Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023
Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023
Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023
Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Sun Care in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sun protection rises steadily in 2023
Dermocosmetics sun protection sees greater interest from local consumers
Sun care products adapt to local weather conditions

PROSPECTS AND OPPORTUNITIES

SPF is expanding across beauty and personal care category products
Tourism will continue to boost sales
Eco-options rise in sun care

CATEGORY DATA

Table 100 - Sales of Sun Care by Category: Value 2018-2023
Table 101 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 103 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 104 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 106 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium brands weather the inflationary storm, boosted by social media
Premium dermocosmetics sets the standard for innovation
Premium options expand across pharmacies

PROSPECTS AND OPPORTUNITIES

Socioeconomic conditions limit further development, though e-commerce offers hope
Digitalisation and social media benefit premium brands
New product development to align with new values

CATEGORY DATA

Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Mass Beauty and Personal Care in Guatemala

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segments benefit from cost-consciousness amid high inflation, with packaging seeing opposite trends
Colgate-Palmolive retains overall leadership

Brands highlight savings options, and e-commerce has room to rise

PROSPECTS AND OPPORTUNITIES

Income disparity favours the continued relevance of lower-priced brands

Direct selling faces challenging scenario

Lower-priced skin care brands mimic more premium options

CATEGORY DATA

Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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/beauty-and-personal-care-in-guatemala/report.