



Away-From-Home Tissue and Hygiene in Guatemala

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Purchase Managers Prioritise Affordability, Boosting Demand for Low-Price Tissue Products

Paper Towels and Toilet Paper Capture Spending as Tourism and Cost Focus Shape Outcomes

Elderly Population Growth Drives Steady Gains in Adult Diapers Sales to Health Institutions

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca Spending and Tourism Growth to Drive Demand for Essential Tissue Products

Institutional Buyers Will Continue to Favour Cost-Saving Formats as Eco Trends Face Headwinds

Sustained Cleaning Routines and Demographic Change Support Hygiene Volumes

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Chart 4 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Attracts Tourists, Driving Demand in Hospitality

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Chart 6 - Economic Context for Away-From-Home Tissue and Hygiene

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Chart 8 - Inflation 2020-2030

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Chart 19 - Forecast Value Sales by Category 2025-2030

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Chart 24 - Real GDP Growth 2020-2030

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Chart 29 - Population by Generation 2025

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