



Euromonitor
International

Men's Grooming in Guatemala

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Men’s grooming gains ground as new generations embrace more comprehensive personal care habits
Procter & Gamble continues to lead sales
Direct-selling dominates distribution of men’s grooming but channel dynamics are shifting

PROSPECTS AND OPPORTUNITIES

Changing generational habits will continue to shape men’s grooming
More sophisticated beard care rituals gather pace
Emerging focus on male intimate hygiene offers future growth potential

CATEGORY DATA

- Table 1 - Sales of Men’s Grooming by Category: Value 2019-2024
- Table 2 - Sales of Men’s Grooming by Category: % Value Growth 2019-2024
- Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 5 - NBO Company Shares of Men’s Grooming: % Value 2020-2024
- Table 6 - LBN Brand Shares of Men’s Grooming: % Value 2021-2024
- Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 8 - Forecast Sales of Men’s Grooming by Category: Value 2024-2029
- Table 9 - Forecast Sales of Men’s Grooming by Category: % Value Growth 2024-2029

Beauty and Personal Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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