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Away-From-Home Tissue and Hygiene in Guatemala

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

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

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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CHANNELS

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Premiumisation Drives Value Growth as Inflation Moderates

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Chart 29 - Population by Generation 2025

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