



Air Care in Guatemala

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Disposable Incomes and Remittances Fuel Demand for Air Care Products

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Rising Disposable Incomes and Remittances Fuel Demand for Air Care Products

Premiumisation Impacts Air Care with Electric Products and Special Editions

Chart 2 - Glade Pino Encantado Is a Seasonal Product, Priced above Competitor Items

Mood-Boosting Ingredients Drive Innovation and Growth

Chart 3 - Glade Auto Sport Evokes the Feeling of a New Car

Chart 4 - Value Sales of Air Care 2020-2030

Chart 5 - Volume Sales of Air Care 2020-2030

Chart 6 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Rising Demand for Premium and Natural Air Care Products as Incomes Rise

Chart 7 - Analyst Insight for Air Care

Spray/Aerosol Air Fresheners to Remain Dominant but Electric Air Fresheners to Grow the Fastest

Private Label Products Anticipated to Gain Ground

Chart 8 - Forecast Value Sales of Air Care 2020-2030

Chart 9 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Strengthens Its Lead with Familiarity and Diverse Offerings

Private Label Products Are Losing Their Stigma and Seeing Growth

Chart 10 - Great Value Aerosol Air Fresheners Continue to Provide Price Competition to Well Known Brands

Chart 11 - Company Shares of Air Care 2025

Chart 12 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets Leads Air Care Distribution through Convenience and Promotions

Retail E-Commerce Grows Rapidly From a Low Base, Driven by Convenience and Online Deals

Chart 13 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Air Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Air Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Laundry Care Drives Home Care Sales with Strong Demand

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Sales with Strong Demand

Fab Luxury Boosts Premium Laundry Care with New Launches

Chart 22 - Local Brand Fab Introduces Luxury Variant

Health and Wellness Trend Drives Innovation in Home Care

Chart 23 - Arm & Hammer Introduces a Formula for Sensitive Skin

Manufacturers Use Fragrance to Attract Consumers

Chart 24 - Axion Launches Grapefruit Scent

Chart 25 - Volume Sales in Home Care 2020-2030

Chart 26 - Value Sales in Home Care by Category 2025

WHAT'S NEXT?

Continued Growth, with Fragrances and Premiumisation Likely to Remain Important

Chart 27 - Analyst Insight for Home Care

Laundry Care Will Still Dominate, but Toilet Care Set to Gain Traction

Health Trend to Shape the Future, While Sustainability Will Be Valued If the Price Is Right

Chart 28 - Forecast Value Sales in Home Care 2020-2030

Chart 29 - Forecast Value Sales in Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Industria La Popular Strengthens Lead with a Diverse Portfolio

Reckitt Benckiser's Divestment to Reshape the Competitive Landscape

Opportunities for Growth through Premiumisation and Health-Focused Products

Chart 30 - Company Shares in Home Care 2025

Chart 31 - Brand Shares in Home Care 2025

CHANNELS

Small Local Grocers Dominates Sales through Widespread Availability

E-Commerce Gains Traction among Young, High-Income Consumers

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/air-care-in-guatemala/report.