

Home Care in Guatemala

February 2025

Table of Contents

Home Care in Guatemala

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2019-2024
- Table 3 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 Distribution of Home Care by Format: % Value 2019-2024
- Table 8 Distribution of Home Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth in volume and value in 2024

SC Johnson leads while Reckitt restructures its portfolio

Henkel exits air care category

PROSPECTS AND OPPORTUNITIES

Electric air fresheners is likely to show the most dynamic growth

Private label will continue to expand

Modern grocery retailers set to maintain dominance

CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Air Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 15 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices fall, reversing review-period trend

Local companies lead value sales

Bleach faces strong competition with surface care products

PROSPECTS AND OPPORTUNITIES

Modern grocery retailers will gain ground

Rising competitive threat from surface care and toilet care

Private label will see further strong growth in the early forecast period

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2019-2024

Table 18 - Sales of Bleach: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Bleach: % Value 2020-2024

Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 21 - Forecast Sales of Bleach: Value 2024-2029

Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow shift seen towards liquid formats

Industria La Popular gains ground

Modern grocery retailers dominate sales of liquid hand dishwashing

PROSPECTS AND OPPORTUNITIES

Rising demand for dishwashers will boost automatic dishwashing

Henkel will suffer from continued limited presence thanks to strategic changes

Continued shift towards liquid hand dishwashing products

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2019-2024

Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dengue fever boosts demand

SC Johnson continues to lead sales

Strong expansion of electric insecticides

PROSPECTS AND OPPORTUNITIES

Spray/aerosol insecticides will continue to lead sales

Multinationals to see rising competition from smaller players during forecast period

Mosquito-borne diseases to boost demand

CATEGORY DATA

- Table 30 Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower prices boost demand for laundry care products in 2024

Henkel threatens La Popular's leadership

Liquid detergents gains ground over powder options

PROSPECTS AND OPPORTUNITIES

Private label set to gain value share over the forecast period

Bar detergents will continue to lead

Small local grocers anticipated to face greater challenges

CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 Sales of Laundry Care by Category: Value 2019-2024
- Table 38 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest growth driven by consumers with high purchasing power Local brands lead sales with solid position in shoe polish

Low penetration in small local grocers

PROSPECTS AND OPPORTUNITIES

Polishes threatened by surface care options

Retailers are not interested in developing private label options

Lack of innovation limits expansion

CATEGORY DATA

- Table 51 Sales of Polishes by Category: Value 2019-2024
- Table 52 Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices see a modest increase

Colgate-Palmolive accounts for nearly half of total surface care value sales

Poor performance for all purpose cleaning wipes

PROSPECTS AND OPPORTUNITIES

Unilever's Xedex brand set to gain share

Category will beneift as more consumers migrate from bleach to surface care products

Private label to enjoy further development

CATEGORY DATA

- Table 57 Sales of Surface Care by Category: Value 2019-2024
- Table 58 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Guatemala

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices of toilet care products decline

No space for local players

Low presence of private label options

PROSPECTS AND OPPORTUNITIES

Wider range of products expected for toilet care in forecast period

Toilet liquids/foam will continue to lead sales

Wider distribution set to boost sales

CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2019-2024

Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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/home-care-in-guatemala/report.