



Euromonitor
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Colour Cosmetics in Guatemala

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Coolour cosmetics remain a priority for Guatemalan women even amid economic challenges
Industry players connect with consumers through affordability and improved formulations
Direct selling consolidates its role as key sales channel and tool for female empowerment

PROSPECTS AND OPPORTUNITIES

Favourable economic environment and adoption of comprehensive beauty rituals will drive growth in colour cosmetics
Consumers will favour practicality, affordability, and instant results
Multifunctional formulations to gain ground facial make-up

CATEGORY DATA

- Table 1 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 3 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 5 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 7 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 8 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 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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