



Men's Grooming in Guatemala

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Innovative Fragrance Launches Redefine Men's Grooming

Chart 1 - Growing Demand for Multibenefit Formats

Multifunctional Products and Preventive Skin Care Reshape Grooming Habits

Chart 2 - Guatemalan Men Embrace Personalised Grooming

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Guatemalan Men Set to Embrace Personalised Grooming

Men'S Fragrances Expected to Dominate While Toiletries Achieve Rapid Growth

Embracing Beard Care and Body Hair Control to Reshape Opportunities

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Strengthens Position Amid Shifting Shares

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Direct Selling and Supermarkets Lead Distribution with Evolving Strategies

Retail E-Commerce Grows as Niche Channel Amid Expanding Digital Adoption

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Men's Grooming

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Men's Grooming

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Guatemala - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Expansion Driven by Holistic and Preventive Care Adoption

Chart 19 - Rexona Offers Botanical-Infused Products

Longevity Drives Demand for Anti-Ageing Solutions

K-Beauty Adoption Shapes Youth-Driven Trends

Chart 20 - K-Beauty Gains Ground with Active-Ingredient Formulations

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Preventive Care and Rising Consumer Expenditure Expected to Fuel Expansion

Fragrances Set to Dominate While Skin Care Posts Rapid Growth

Consumer-Driven Trends to Reshape Product Innovation and Channel Strategies

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Global Companies Leverage Innovation and Diversification to Sustain Dominance

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Direct Selling Leads Distribution with Expanding Reach and Innovation

Retail E-Commerce Complements Physical Channels with Growing Digital Adoption and Targeted Offerings

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/mens-grooming-in-guatemala/report.