



Euromonitor
International

Direct Selling in Guatemala

March 2023

Table of Contents

Direct Selling in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling in Guatemala: sustaining resilient growth
Beauty and personal care products drive sales growth in the channel
Partnerships with other players boost sales growth

PROSPECTS AND OPPORTUNITIES

Direct selling set to maintain growth despite growing competition from e-commerce
Beauty and personal care will continue to drive sales growth in the channel
Direct selling likely to benefit from social media experience over the forecast period

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022
Table 2 - Direct Selling by Product: % Value Growth 2017-2022
Table 3 - Direct Selling GBO Company Shares: % Value 2018-2022
Table 4 - Direct Selling GBN Brand Shares: % Value 2019-2022
Table 5 - Direct Selling Forecasts by Product: Value 2022-2027
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

Retail in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Retail in 2022: The big picture
Informal retail
What next for retail?

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 9 - Sales in Retail Offline by Channel: Value 2017-2022
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 11 - Retail Offline Outlets by Channel: Units 2017-2022
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 13 - Retail GBO Company Shares: % Value 2018-2022
Table 14 - Retail GBN Brand Shares: % Value 2019-2022
Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022
Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022
Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/direct-selling-in-guatemala/report.