



Vitamins in Guatemala

September 2023

Table of Contents

Vitamins in Guatemala - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of vitamins continue to fall as fears about COVID-19 subside and consumers largely abandon preventive care mode

Vitamin D sees demand stabilise, while vitamin C sales fall as consumers turn to other sources

Local players increase competition in the category

PROSPECTS AND OPPORTUNITIES

Direct sellers to remain strong in vitamins

Multivitamins expected to rebound over forecast period

Vitamin B remains resilient thanks to its multi-purpose character and capacity to treat different symptoms and conditions

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2018-2023

Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Consumer Health in Guatemala - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023

Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 - Penetration of Private Label by Category: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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