



# Non-Grocery Retailers in Guatemala

March 2023

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## Non-Grocery Retailers in Guatemala - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pandemic's lasting impact benefits pharmacies' sales

With more households entering the middle class, bags and luggage specialists and jewellery and watch specialists record robust sales growth

Convenience and proximity, the winning strategy for traditional grocery retailers

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Small grocery retailers receive assistance, ensuring sales growth during the forecast period

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