



Euromonitor
International

Consumer Health in Guatemala

September 2025

Table of Contents

Consumer Health in Guatemala

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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

Analgesics in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Acetaminophen benefits from dengue outbreaks

Bayer continues to lead, but loses value share

Small local grocers dominate distribution

PROSPECTS AND OPPORTUNITIES

Generics and topical analgesics with a natural positioning drive growth

Guatemala strengthens its role as a regional hub for generic pharma innovation and distribution

Increasing focus on a greener approach

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continuing healthy value sales in 2025

Barazilian company Eurofarma gains most share, due to its affordability

Pharmacies dominate distribution

PROSPECTS AND OPPORTUNITIES

Increasing demand for combination products

Herbal/traditional cough, cold and allergy remedies to remain popular

Increasing focus on a greener approach

CATEGORY DATA

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 19 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 21 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 23 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth, partly due to continuing price rises

Mexican player Genomma Lab goes from strength to strength

Pharmacies continue to dominate distribution

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Guatemala strengthens its role as a regional hub for generic pharma innovation and distribution

Consumers seek out more natural ingredients in dermatologicals

CATEGORY DATA

Table 24 - Sales of Dermatologicals by Category: Value 2020-2025

Table 25 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 27 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 28 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 29 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price rises boosts value growth

Bayer holds on to top spot due to popularity of Alka-Seltzer

Small local grocers dominate distribution

PROSPECTS AND OPPORTUNITIES

Steady growth over forecast period

E-commerce registers healthy value growth

Increasing focus on a greener approach

CATEGORY DATA

Table 30 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 31 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 33 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 34 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 35 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Wound Care in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slight fall in volume sales in 2025

Beiersdorf's Hansaplast continues to have strong lead

Pharmacies remains the principal distribution channel for wound care

PROSPECTS AND OPPORTUNITIES

Minimal constant value and volume growth over forecast period

Possible growth in private label

Increasing offerings targeted at children

CATEGORY DATA

Table 36 - Sales of Wound Care by Category: Value 2020-2025

Table 37 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 38 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 39 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 40 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 41 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Best performing consumer health product in 2025

Omnilife continues to dominate

Direct selling holds near monopoly

PROSPECTS AND OPPORTUNITIES

Lower growth over forecast period

High prices continue to dampen value sales

Increasing scrutiny of ingredients

CATEGORY DATA

Table 42 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 43 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 44 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 45 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 46 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 47 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth in 2025

Omnilife leads, though Megalabs gains most value share, as it targets health and beauty

Direct selling continues to lead, while e-commerce makes gains

PROSPECTS AND OPPORTUNITIES

Steady constant value growth over forecast period

Focus on widening distribution

Local companies gain value share

CATEGORY DATA

Table 48 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 49 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 50 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 51 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 52 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 53 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 54 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth, though volume growth more muted

Direct seller Herbalife continues to lead, though Megalabs gains most value share

Direct selling continues to lead, while e-commerce makes gains

PROSPECTS AND OPPORTUNITIES

Generics gain further value share over forecast period

Focus on alternative delivery formats

Increasing segmentation, as well as more focus on clean and natural offerings

CATEGORY DATA

Table 55 - Sales of Vitamins by Category: Value 2020-2025

Table 56 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 57 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 58 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 59 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 60 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 61 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Meal replacement gains the most value share
Direct seller Herbalife continues to lead, though Megalabs makes significant gains
Direct selling continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period
Further segmentation within supplement nutrition drinks
A more natural positioning in meal replacement

CATEGORY DATA

Table 62 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025
Table 63 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025
Table 64 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025
Table 65 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025
Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030
Table 67 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continuing healthy value growth
Direct seller Herbalife holds on to tight lead
Direct selling leads, with pharmacies also being a sizeable channel

PROSPECTS AND OPPORTUNITIES

Additional product offerings expected to emerge in this space
Cough and cold offerings continue to be popular
Natural positioning benefits herbal/traditional products

CATEGORY DATA

Table 68 - Sales of Herbal/Traditional Products: Value 2020-2025
Table 69 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
Table 71 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
Table 72 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030
Table 73 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

Paediatric Consumer Health in Guatemala

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing prices dampen volume demand
Paracetamol best performer in analgesics
Small local grocers lead distribution

PROSPECTS AND OPPORTUNITIES

Growing focus on preventive health benefit vitamins and dietary supplements
Climate change influences paediatric consumer health
Players focus on increasing palatability

CATEGORY DATA

Table 74 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 75 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 76 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 77 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

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/consumer-health-in-guatemala/report.