



Tissue and Hygiene in Guatemala

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Drives Value Growth as Inflation Moderates

Chart 2 - Kimberly-Clark Premikum Tissue

Menstrual Care Innovation Captures Growing Demand for Sustainable Products

Specialisation and Product Diversification Sets Brands Apart

Chart 3 - Paper Towels for Pets

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Retail Tissue Leaders to Maintain Innovation Leadership as Private Label Expands

Skin Care Benefits to Be a Top Priority for Hygiene Products

Improved Product Innovation Will Continue to Strengthen Consumer Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Expands Retail Presence to Defend Lead as Private Label Gains Traction

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Leadership as Consumers Shift to Modern Retail

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Tissue and Hygiene

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Tissue and Hygiene

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Guatemala](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Away-From-Home Tissue and Hygiene Summary

INDUSTRY PERFORMANCE

Purchase Managers Prioritise Affordability, Boosting Demand for Low-Price Tissue Products

Paper Towels and Toilet Paper Capture Spending as Tourism and Cost Focus Shape Outcomes

Elderly Population Growth Drives Steady Gains in Adult Diapers Sales to Health Institutions

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca Spending and Tourism Growth to Drive Demand for Essential Tissue Products

Institutional Buyers Will Continue to Favour Cost-Saving Formats as Eco Trends Face Headwinds

Sustained Cleaning Routines and Demographic Change Support Hygiene Volumes

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Attracts Tourists, Driving Demand in Hospitality

Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Guatemala](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 30 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Focus on Diverse, Tailored Product Solutions Fuels Growth

Kimberly-Clark Rebrands Plenitud Aimed at Reducing Stigma around Adult Incontinence

Chart 31 - Kimberly-Clark Plenitud

Consumer Focus on Skin Care and Absorption Drives Product Launches

Chart 32 - Value Sales 2020-2030

Chart 33 - Volume Sales 2020-2030

Chart 34 - Value Sales by Category 2025

WHAT'S NEXT?

Older Adults Embrace Bulk Purchases as Ageing Drives Demand

Sons and Daughters Prioritise Value When Purchasing for Relatives

Brand Innovation in Skin Care Shifts Buyer Expectations for Wellness

Chart 35 - Forecast Value Sales 2020-2030

Chart 36 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tena Drives Share Gains as Innovation and Female Focus Set Pace

Chart 37 - Company Shares 2025

Chart 38 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Dominance with New Formats

Chart 39 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 40 - Economic Context for Retail Adult Incontinence

Chart 41 - Real GDP Growth 2020-2030

Chart 42 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 43 - Consumer Context for Retail Adult Incontinence

Chart 44 - Population 2020-2030

Chart 45 - Consumer Expenditure 2020-2030

Chart 46 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Guatemala](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 47 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

One-Kid Households Spur Premium-Led Purchasing Decisions

Nappies/Diapers Maintain Dominance as Disposable Pants Gain Traction

Huggies Eco-Protect Launch Responds to Rising Wellness and Sustainability Demands

Chart 48 - Huggies Eco-Friendly Diapers

Chart 49 - Value Sales 2020-2030

Chart 50 - Volume Sales 2020-2030

Chart 51 - Value Sales by Category 2025

WHAT'S NEXT?

Huggies and Pampers Drive Value with Bundling and Premiumisation

Junior Nappies Remain Dominant as Disposable Pants Accelerate

Chart 52 - Forecast Value Sales 2020-2030

Chart 53 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Leadership as Value Brands Rise

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

CHANNELS

Discounters and Small Grocers Sustain Value-Focused Channel Leadership
Walmart Fuels E-Commerce Growth Despite Unbanked Population Constraint
Chart 56 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Nappies/Diapers/Pants
Chart 58 - Real GDP Growth 2020-2030
Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Nappies/Diapers/Pants
Chart 61 - Population 2020-2030
Chart 62 - Consumer Expenditure 2020-2030
Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Guatemala](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Menstrual Care Summary

KEY INDUSTRY TRENDS

Chart 64 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Buyers Shift to Premium Offerings for Comfort and Skin Care Features
Chart 65 - Saba's New Menstrual Towel
Diversity Drives Product Innovation for 2025 Growth
Ciclica Menstrual Cup Enters with Sustainability Message but Faces Price Barriers
Chart 66 - Ciclica's Menstrual Cup
Chart 67 - Value Sales 2020-2030
Chart 68 - Volume Sales 2020-2030
Chart 69 - Value Sales by Category 2025

WHAT'S NEXT?

Always Drives Educational Campaigns as Bill Aims to Address Period Poverty
Chart 70 - Analyst Insight for Tissue and Hygiene
Traditional Options Shift with New Innovation as Consumers Diversify Usage
Chart 71 - Forecast Value Sales 2020-2030
Chart 72 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Leverages Brand Strength as Kimberly-Clark Cedes Ground
Chart 73 - Company Shares 2025
Chart 74 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Shoppers as Supermarkets Boost Promotions
Chart 75 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 76 - Economic Context for Menstrual Care

Chart 77 - Real GDP Growth 2020-2030

Chart 78 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 79 - Consumer Context for Menstrual Care

Chart 80 - Population 2020-2030

Chart 81 - Consumer Expenditure 2020-2030

Chart 82 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Guatemala](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 83 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Premium Launches Set New Benchmarks for Skin Wellness and Functionality

Pigeon Leverages Skin Care Innovation to Drive Product Launches

Chart 84 - Pigeon Extra Soft Wipes

Diversity and Inclusive Innovation Become a Discerning Factor in Wipes Choice

Chart 85 - Value Sales 2020-2030

Chart 86 - Value Sales by Category 2025

WHAT'S NEXT?

Declining Birth Rate to Affect Baby Wipe Growth

Local and International Brands to Use Pricing, Promotion and Education to Shape Future Demand

Chart 87 - Forecast Value Sales 2020-2030

Chart 88 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Huggies Builds Brand Strength While Pom Pom Expands in Value Wipes

Chart 89 - Company Shares 2025

Chart 90 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Win Shoppers with Ongoing Promotions

Chart 91 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 92 - Economic Context for Wipes

Chart 93 - Real GDP Growth 2020-2030

Chart 94 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 95 - Consumer Context for Wipes

Chart 96 - Population 2020-2030

Chart 97 - Consumer Expenditure 2020-2030

Chart 98 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail Tissue in Guatemala

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Tissue Summary

KEY INDUSTRY TRENDS

Chart 99 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Brands Drive Premiumisation with Clean Innovation

Chart 100 - Scott's Premium Toilet Paper

Amsa Brands Target Pet Owners to Expand Usage Occasions

Chart 101 - AMSA launched Paper Towels for Pets

Value Brands and Small Local Grocers Reshape Purchasing Patterns

Chart 102 - Value Sales 2020-2030

Chart 103 - Volume Sales 2020-2030

Chart 104 - Value Sales by Category 2025

WHAT'S NEXT?

Essential Status of Toilet Paper and Versatility of Paper Towels to Aid Growth

Paper Towels Sales to Be Fuelled by Multifunctionality

Broad Choice and High Competition Shield Demand From Economic Swings

Chart 105 - Forecast Value Sales 2020-2030

Chart 106 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark and Papelera Internacional Shape Shares as Value Brands Gain Ground

Chart 107 - Company Shares 2025

Chart 108 - Brand Shares 2025

CHANNELS

Small Local Grocers Expand Reach and Drive Toilet Paper Sales

Chart 109 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 110 - Economic Context for Retail Tissue

Chart 111 - Real GDP Growth 2020-2030

Chart 112 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 113 - Consumer Context for Retail Tissue

Chart 114 - Population 2020-2030

Chart 115 - Consumer Expenditure 2020-2030

Chart 116 - 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/tissue-and-hygiene-in-guatemala/report.