



**Euromonitor
International**

Colour Cosmetics in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Coolour cosmetics remain a priority for Guatemalan women even amid economic challenges
Industry players connect with consumers through affordability and improved formulations
Direct selling consolidates its role as key sales channel and tool for female empowerment

PROSPECTS AND OPPORTUNITIES

Favourable economic environment and adoption of comprehensive beauty rituals will drive growth in colour cosmetics
Consumers will favour practicality, affordability, and instant results
Multifunctional formulations to gain ground facial make-up

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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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