



Euromonitor
International

Mass Beauty and Personal Care in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Guatemalans maintain personal care habits even amid budgetary challenges
Industry seeks to balance affordability with needs of specific demographics
Brands reinforce their market positioning through cost-effective packaging solutions.

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New generations of Guatemalans are adopting more comprehensive beauty and personal care routines
More informed consumers demand multi-benefit products that also offer cost savings
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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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