



**Euromonitor  
International**

# Depilatories in Guatemala

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Guatemalans continue to favour disposable razors, with skin care attributes gaining traction
- Brands offer targeted shaving solutions
- Grocery outlets continue to dominate distribution, but pharmacies look to strengthen their position

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- Limited uptake of premium products
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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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