



Euromonitor
International

Premium Beauty and Personal Care in Guatemala

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for premium beauty and personal care products remains resilient even in challenging economic times
Premium brands focus on more powerful, technologically-advanced formulations
Willingness to opt for premium brands is bolstered by promise of quicker, noticeable results.

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Brands to address evolving needs of women at different life stages

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Beauty and Personal Care in Guatemala - Industry Overview

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DISCLAIMER

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